

**FOR IMMEDIATE RELEASE**

**Corporate Visions Partners with Beyond ROI to Develop Measurements of Program Success**

*Expanding clients' ability to document behavior change and business impact is top agenda item for 2011*

**Incline Village, NV** – December 20, 2010 – Documenting business impact from Marketing and Sales program investments is often neglected after the decision has been made -- especially in the area of messaging, tools and training. That's why Corporate Visions is expanding its ability to measure their clients' success by partnering with Beyond ROI, a leading performance measurement company.

"As a Corporate Visions client you need to know what's really going on out there," says Tim Riesterer, CMO and SVP of Products and Consulting for Corporate Visions. "Are your people actually using the new messaging, knowledge, skills, and strategies back on the job? Are managers coaching? What are the results?"

Beyond ROI will be working with Corporate Visions to develop a customized assessment program, tailored to their products and services. The survey will look at three critical areas:

- **Accountability:** Create accountability for the actual use of the messages, tools and mission-critical skills after program implementation. Visibility drives accountability, and stickiness.
- **Feedback:** Provide detailed feedback managers need for coaching purposes, including the specific areas where additional support and reinforcement are needed.
- **Business Results:** Identify and track concrete evidence of business results tied to the new messaging, tools and skills.

"Today, we've moved beyond traditional measurement models like Kirkpatrick's Four Levels of Evaluation and Return on Investment (ROI) calculations," according to Scott Watson, founder of Beyond ROI, Inc. "The key lies in linking actions to outcomes. Beyond ROI will help Corporate Visions programs shine brightest under the intense scrutiny of a CFO or CEO."

"Working with a third-party to develop and implement the surveys also improves the credibility of the measurements," says Joe Terry, CEO of Corporate Visions. "Senior management wants to know the methodology is sound, and that the assessment is objective. Beyond ROI will give us that professional, unbiased view of the impact."

## Communications Contact

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### About Corporate Visions Inc.

Customer conversations are your best opportunity for competitive differentiation. You need to be different, where it counts. With Corporate Visions you will: **develop messages that matter** because they focus on your customer and set you apart from your competition; **deploy tools that get used** by the field because they are aligned to every step in the buying cycle, and empower you to accelerate deals through the pipeline; **deliver training for winning conversations** that teaches you the science and art of how to tell your story with impact and differentiation at every customer interaction, making it easy for prospects to choose you.

For more information contact us at [www.CorporateVisions.com](http://www.CorporateVisions.com) or by calling 775-831-1322 or 800-360-SELL.

### About Beyond ROI, Inc.

With U.S. corporate training expenditures exceeding \$50 billion annually, learning providers and their clients are increasingly looking to Beyond ROI to conduct measurement studies of the usage and business impact of training initiatives. Based in Dallas, Texas, Beyond ROI has completed over 800 measurement projects linking learning and behavior change with business performance.

For more information contact us at [www.getbeyondroi.com](http://www.getbeyondroi.com) or by calling 214-872-1100 or 1-877-872-1155.