



Measuring the Success of Organization Development: A Step-by-Step Guide for Measuring Impact and Calculating ROI

Patricia Pulliam Phillips, Jack J. Phillips, Lizette Zuniga

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Measuring the Success of OD examines the strategic role of Organization Development (OD), explains the reasons for measuring OD efforts, and proposes a framework for measuring effectiveness. Ultimately, OD practitioners will be able to determine how particular OD interventions correlate with business results; determine areas for investments, modifications, and cessation; justify budget allocations; and be more accountable for how money is spent within their organizations.

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