

ROI: Connecting Talk to Action

By Michelle LaBrosse, PMP®, Chief Cheetah and Founder of Cheetah Learning

There's a lot of talk about ROI, the infamous return on investment. The question is how can you personally generate ROI in your own life?

The first step is to expand your concept of what capital is. It is NOT just financial.

There are five kinds of capital.

1. Financial
2. Social
3. Knowledge
4. Brand
5. Infrastructure

No matter what we do for a living, we each can grow all five kinds of capital in our lives. Let's look at each kind of capital from a Project Management perspective.

Financial. You help other people on your team get the funding for their projects and for training they need to expand their PM capabilities and credentials. You do a payback analysis on a project, and you focus on ways to use less money, and get better results by doing better Project Management.

Social. You bring mentees to PMI® meetings or industry events to help them develop their PM skills. You focus on your bench and your connections. You use social media like LinkedIn and Facebook to reconnect with people and share valuable info with others. You help people in your network develop more capabilities by their association with your projects.

Knowledge. You leverage your and your team members' knowledge to most effectively complete the project work. You develop your capabilities by volunteering with various organizations that you care about to help you improve your skills. You're always looking for ways to expand your capabilities.

Brand. You reflect on what projects you've done that position you well for the next opportunity. You personally build your own brand by cultivating a reputation of "can do" and "get it done." You understand a project's impact on the reputation of you, your team, department and company.

Infrastructure. If you need a PDA to stay better connected or a laptop at home, you go for it. You invest in the tools you need to be successful. At work, you assess what equipment, facilities or tools you need and don't have. You figure out how to get them.

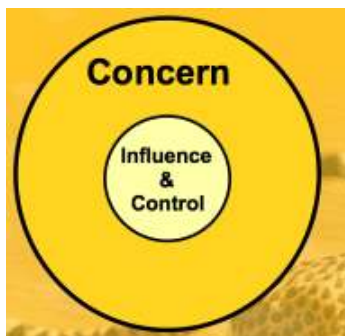
When you hitch your wagon to a star, it looks like this:



Move from Concern to Influence

As Stephen Covey explained in his book, *The Seven Habits of Highly Effective People*, you need to move from a focus on concern to a focus of influence. When you focus on concern, you are looking only at all the reasons you can't do something or why something is difficult. When you focus on influence, instead you are asking, how can I use my five sources of capital to get this job done?

Being controlled



Focused on what you can control



Ready to roll? Take a free 2-PDU online [Payback Analysis Class](#). Use the promotion code CheetahRocks. Get your five sources of capital working for you. and you'll be in charge of your very own economy.

Chief Cheetah Podcast and Cheetah Fan Club

Want to hear what Michelle LaBrosse, PMP®, and Chief Cheetah has to say about personal ROI? Download our podcast at <http://podcast.cheetahlearning.com/podcastgen/> and hear the words straight from the Cheetah's mouth. Or visit Cheetah's fan club on Facebook at <http://www.facebook.com/pages/Cheetah-Learning/252859238455?ref=nf#/pages/Cheetah-Learning/252859238455?v=wall&ref=nf> for a daily Cheetah Tip to Keep You Tops.

About Cheetah Learning and the Know How Network

The Know How Network is a monthly column written by Michelle LaBrosse, the founder and Chief Cheetah of Cheetah Learning. Distributed to hundreds of newsletters and media outlets around the world, the Know How Network brings the promise, purpose and passion of Project Management to people everywhere. Visit www.cheetahlearning.com to learn more about Cheetah PM, the fastest way to learn about Project Management and get your PMP. You can also get your career in gear with [CheetahWare](#), free Project Management tools.

About the Author



Michelle LaBrosse, PMP®, is an entrepreneurial powerhouse with a penchant for making success easy, fun and fast. She is the founder of [Cheetah Learning](#), the [author](#) of the [Cheetah Success Series](#), and a prolific [blogger](#) whose mission is to bring Project Management to the masses.

Cheetah Learning's expertise in project management is highly regarded in the industry. Honored by the Project Management Institute (PMI®), Cheetah Learning was named Professional Development Provider of the Year at the 2008 PMI® Global Congress. A dynamic keynote speaker and industry thought leader, Michelle was previously recognized by PMI as one of the 25 Most Influential Women in Project Management in the world.

Cheetah Learning is a virtual company with 100 employees, contractors, and licensees worldwide. To date, more than 30,000 people have become "Cheetahs" using Cheetah Learning's innovative Project Management and accelerated learning techniques.

Michelle's articles have appeared in over 100 publications and web sites around the world. Her monthly column, the [Know How Network](#) is carried by over 400 publications, and her monthly newsletter goes out to more than 50,000 people. Her radio program, [Your World Your Way](#), is a weekly broadcast that is an inspiring and practical look at how Project Management fuels success.

She is a graduate of the Harvard Business School's Owner President Manager's (OPM) program and also holds engineering degrees from Syracuse University and the University of Dayton.

She lives in Nevada with her family and likes to rejuvenate in Alaska where you'll often find her kayaking, hiking, and riding her motorcycle.

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