



THE PERFORMANCE CONFERENCE



Drive Performance and Profits with Proven Business Measures, Metrics and Analytics



MAY 3-5, 2010 | ORLANDO, FL

Earn Up to 20 CPE credits

FEATURING TWELVE COMPREHENSIVE TRACKS: Strategy Execution | Link Lean Six Sigma Methods to Strategy Budget Performance | Measure, Monitor and Manage Performance | Workforce Measures and Metrics Maximize Lean Six Sigma Tools | Performance Management Systems | Manage Business Intelligence Essentials of Customer Management | Business Intelligence Essentials: Build an Effective BI Team Develop a Strong Corporate Leadership Strategy | Improve the Customer Experience

Utilize Performance Management to Improve Operational Efficiencies,
Reduce Costs, Increase Profitability and Strengthen Financial Stability

www.ThePerformanceConference.com

WHAT IS THE PERFORMANCE CONFERENCE?

Business executives from across the country will gather to explore ways to overcome challenges in business performance and discover the latest innovations in performance management, process improvement, customer experience and business intelligence at the annual Performance Conference. Led by speakers from the upper echelons of performance-based companies and organizations, The Performance Conference will focus on performance management systems, measures and metrics, employee performance and customer experience. Join best-in-class performance management and business analytics professionals at **The Performance Conference 2010** to drive results and improve organizational performance and profitability.

Who Will Be at The Performance Conference?

TITLE

- C-Level Executives
- Presidents
- Vice Presidents
- Directors
- Managers
- Analysts

... and anyone involved in the planning, development and management of organizational performance

FUNCTION

- Strategic Planning
- Information Technology
- Customer Management
- Business Analytics
- Finance
- Marketing/Research/Product Development
- Corporate Development
- Sales/Business Development
- Project and Program Management
- Human Resources
- Operations

INDUSTRY

- Financial Services
- Retail/Consumer Goods
- Healthcare and Pharmaceuticals
- Industrial Manufacturing
- Technology and Telecommunications
- Travel, Hospitality and Entertainment
- Education
- Automotive and Transportation
- Energy and Utilities

Achieve Your Enterprise Objectives through Comprehensive Performance Management

LETTER FROM THE DIRECTOR

Dear Colleague:

In today's economic environment, organizations are faced with turbulent, diverse issues — an uncertain market place, smaller and tighter budgets, wavering consumer confidence and decreased profitability. To face these challenges, organizations have heightened their focus on performance management to optimize financial and operational performance.

Most organizations have developed ways to best cope with the current economic conditions through budget cuts, workforce initiatives and innovation efforts. However, organizations must do more to stay competitive. They must leverage new performance management systems and develop effective business intelligence programs to improve the bottom line.

To help you respond to the evolving economy and to advance your organization's performance, you are invited to join us at **Performance Conference 2010**, May 3–5, 2010 in Orlando, FL.

At this national event, increase your responsiveness to the business challenges and trends of today. Learn how to execute strategies that align with corporate goals and drive performance across all key business functions, including finance, HR, operations and more. Experts in the field will discuss various performance management strategies and best practices in business analytics. They will provide solutions that offer valuable information and data such as predictive indicators to increase sales, reduce costs, improve profitability and identify new leads for more business opportunities.

Leaders in performance management will be on hand for The Performance Conference 2010. Join them and you will emerge with powerful lessons and tools for driving real and immediate performance improvements in your organization through measures, metrics and business analytics.

I look forward to seeing you in Orlando!

Best Regards,



Amanda Ward
Director
American Strategic Management Institute

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Conference by:



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of ASMI: The
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AGENDA AT-A-GLANCE

Pre-Conference Seminars: Monday, May 3, 2010

8:00	Pre-Conference Seminar Registration & Continental Breakfast		
9:00	SEMINAR A: Balanced Scorecard Fundamentals: Build and Design Your Scorecard	SEMINAR B: Business Analytics Fundamentals: Effective Use of Data and Information to Drive Positive Business Performance	SEMINAR C: Lean Six Sigma White Belt Certification
4:00	Seminars Adjourn		

Day One: Tuesday, May 4, 2010

7:30	Conference Registration, Continental Breakfast & Exhibit Hall		
8:00	Welcome Address & Opening Remarks by Chairperson		
8:15	KEYNOTE ADDRESS: Performance Under Pressure: Establish a Winning Performance Strategy Aligned to Business Goals		
	TRACK A: Strategy Execution	TRACK B: Optimize Budget Performance	TRACK C: Link Lean Six Sigma Methods to Strategy
9:00	Become a Strategy Focused Organization	Identify Key Business Drivers in the Budgeting Process	Build Key Infrastructure to Successfully Deploy Your Lean Six Sigma Initiative
10:00	Networking Break & Exhibit Hall		
10:30	Utilize Performance Management to Turn Strategy into Action	Improve Your Rolling Forecast Practices	Streamline Business Processes for Cost Reduction through Lean Six Sigma
11:30	Strategy Mapping: Bridge the Gap Between Strategy and Execution	"The Buck Starts Here" Best Practices in Revenue Planning and Building Blocks for Revenue Performance Management	Integrate Design for Six Sigma to Achieve Operational Excellence
12:30	Networking Luncheon & Exhibit Hall		
	TRACK D: Measure, Monitor and Manage Performance	TRACK E: Workforce Measures and Metrics	TRACK F: Maximize Lean Six Sigma Tools
1:15	Measure What Matters: Identify the Right Measures for Corporate Performance Management	Leverage Workforce Planning and Performance with Effective Measures	Integrate Six Sigma Methodologies into Project Management to Identify Opportunities
2:00	Monitor and Report Key Metrics for Improved Performance, Decision-Making and Transparency	Link HR Initiatives to Business Outcomes through Workforce Analytics	Lean Tools: Understand Value Stream Mapping, 5S, and Kaizen
2:45	Networking Break & Exhibit Hall		
	INTERACTIVE SESSIONS		
3:15	Cascade the Balanced Scorecard throughout Your Organization	Improve Profitability with Cost Leadership	Use Voice of the Customer (VOC) Techniques to Gain a Competitive Advantage
4:30	Exhibit Hall Hours & Networking Cocktail Reception		
5:30	Adjourn		

Top 10 Reasons to Attend

- 1 MANAGE** Economic Challenges and Trends with Enhanced Performance
- 2 DEVISE** Measures and Metrics that Align with Your Organizational Goals
- 3 PERFECT** Your Performance Reporting
- 4 CREATE** a Customer-Centric Culture in Your Organization
- 5 INCREASE** Growth and Innovation within Your Division

AGENDA CONTINUED

Day Two: Wednesday, May 5, 2010

7:30	Continental Breakfast & Exhibit Hall		
8:00	Opening Remarks By Chairperson		
8:10	KEYNOTE ADDRESS: An Integrated Approach to Change and Performance Management		
9:00	KEYNOTE ADDRESS: Harness Innovation to Drive Business Growth		
10:00	Networking Break & Exhibits		
	TRACK G: Performance Management Systems	TRACK H: Effectively Manage Business Intelligence	TRACK I: Essentials of Customer Management
10:30	Build a Corporate Performance Management Framework in Your Organization	Design Integrated Business Metrics to Maximize Performance	Create Your Own Culture of Service to Ensure Buy-In, Sustainability, and Ultimately, Results
11:30	Manage for Results Using the Balanced Scorecard	Design a Dashboard for Immediate Insight into Performance	Monitor and Leverage Customer Data to Assess the Customer Experience and Make Improvements
12:30	Networking Luncheon & Exhibit Hall		
	TRACK J: Business Intelligence Essentials: Build an Effective BI Team	TRACK K: Develop a Strong Corporate Leadership Strategy	TRACK L: Improve the Customer Experience
1:30	Roles and Responsibilities within a Business Intelligence Team	Leadership Essentials: Leading with Confidence	Connect the Customer and Employee Experience to Increase Results
2:00	Business Intelligence Technology	Leadership Skills for Implementing Change Initiatives	Drive Profitability with an Effective Customer-Focused Online Experience
2:45	Networking Luncheon & Exhibit Hall		
	INTERACTIVE SESSIONS		
3:00	Align Reporting and Information Management with Performance	Assess Your BI Maturity: Take BI to the Next Level	Project Management: Develop Project Management Skills with the Latest Methodologies
3:45	CHAIRPERSON'S CLOSING REMARKS: Develop and Capitalize on Your Performance Management System		
4:15	Adjourn		

“Succinct and no-nonsense practical examples of strategic success.”

IOANNIS MELENIKIOTIS

Director, Business Planning & Development, Alliance One International Bank

6 PLAN and Implement Lean Six Sigma Methodologies

7 UNDERSTAND Business Analytics to Drive Strategy

8 UTILIZE Customer Insight to Drive Innovation

9 MEASURE and Improve Employee Engagement

10 DESIGN Integrated Business Intelligence to Maximize Performance

PRE-CONFERENCE

SEMINARS

Monday, May 3, 2010

Pre-Conference Seminars are hands-on, interactive sessions with specially designed exercises and projects that have immediate application. With these full-day application sessions, you will enhance your training experience by establishing a reference point of knowledge, language and methodologies for the rest of the event. These sessions will dive deep into Balanced Scorecard, Business Analytics and Lean Six Sigma to help improve your expertise and gain knowledge of practical tools to implement from field experts.

CHOOSE SEMINAR A, B, OR C:

8:00

Pre-Conference Seminar Registration & Continental Breakfast

9:00–4:00, with a Networking Luncheon 12:00–1:00

SEMINAR A

Balanced Scorecard Fundamentals: Build and Design Your Scorecard

Understanding the fundamentals of the Balanced Scorecard (BSC) methodology is critical to maximizing the execution of strategy. This seminar, including hands-on exercises, will help you learn how to integrate proven BSC tools and techniques to achieve breakthrough results. Learn the basics of Balanced Scorecard design and deployment, while gaining insights into the potential pitfalls and hurdles to successful implementation. Discover the best practices in the latest BSC advancements to accelerate your results towards a strategy-aligned organization. Completion of this seminar will help you translate BSC theory into concrete results for your organization.

During this seminar, you will:

- Learn how to use established tools and templates to help accelerate your results
- Discover a roadmap for the journey to developing, deploying and cascading strategy maps and scorecards
- Hear best practices from organizations that achieved Balanced Scorecard Hall of Fame status

BILL BARBERG

President and Founder
Insightformation, Inc.

PRE-CONFERENCE SEMINARS

Monday, May 3, 2010

9:00–4:00, with a Networking Luncheon 12:00–1:00

SEMINAR B:

Business Analytics Fundamentals: Effective Use of Data and Information to Drive Positive Business Performance

Business Analytics continue to play an integral part in making accurate and informed business decisions. This interactive seminar promotes common concepts, skills and language of business analytics. It will focus on effective use of data that drives informed business decisions and results in enhanced organizational and departmental performance. You will learn from case studies and best practices in the field to understand the role and trends of business analytics today. In addition, this session describes how useful analysis can assist your organization in the transformation into a high performing and successful business.

During this seminar you will:

- Learn the fundamentals of business and data analysis
- Identify common business measurement, metrics concepts and performance indicators
- Discover applications of business analytics
- Recognize meaningful patterns, trends and exceptions in business data
- Utilize visual analysis techniques to interpret data



BILL COLLINS

Director of Business Solutions
DecisionPath

SEMINAR C:

Lean Six Sigma White Belt Certification

Eliminating waste as a strategy for improving organizational performance is one of the key factors in any Lean Six Sigma initiative. Our intensive White Belt Certification program is a basic course allowing executives to understand the underlying concepts, methods and tools needed for Lean Six Sigma deployment. These individuals will gain a solid understanding of the Lean Six Sigma methodology and how it can be applied to various projects. Attendees will learn how to utilize the key tools and techniques needed for a Lean Six Sigma deployment. Each attendee will be required to take a 30-minute examination at the conclusion of the course to ensure they have a working knowledge of the information provided.

During this seminar, you will:

- Understand the history and background of Lean Six Sigma
- Learn how to develop a project charter
- Evaluate the core concepts of Lean and Six Sigma
- Maximize your understanding of the Lean Six Sigma methodology (focus on DMAIC – Define, Measure, Analyze, Improve, Control)
- Learn how to identify non-value added steps in your process
- Develop skills needed to manage the culture change
- Understand how to use data properly to effectively measure, analyze, improve and control performance
- Evaluate Voice of the Customer (VOC) techniques
- Examine the Cost of Poor Quality (CPQ)
- Learn key data collection strategies
- Receive basic statistics, graphical analysis and Statistical Process Control (SPC) training

CHARIS GROSSMAN

Six Sigma Black Belt
Process Improvement, LLC

4:00

Workshops Adjourn

DAY ONE

Tuesday, May 4, 2010

7:30

Registration, Exhibits & Continental Breakfast

8:00

Welcome Address and Opening Remarks by Chairperson



ROY BARNES

ASMI Senior Fellow

Former Senior Vice President, Strategic Management and Customer Development, Marriott Vacation Club International



8:15

KEYNOTE ADDRESS

Performance Under Pressure: Establish a Winning Performance Strategy Aligned to Business Goals

Today, the majority of organizations, both large and small, continue to battle the economy. Implementing and improving a performance management system is the key to success in overcoming economic challenges, but the intricacies of implementation and improvement can be intimidating and often overwhelming. This keynote address will discuss the turbulent marketplace that many organizations are facing, and how to effectively align performance with organizational strategy in an uncertain economy.



ROY BARNES

ASMI Senior Fellow

Former Senior Vice President, Strategic Management and Customer Development, Marriott Vacation Club International

“The diversity of opinions all converged on the same common problem: How best to drive results with business performance management and measures? The Performance Conference highlights different theories, techniques and tools to establish a process-oriented performance management system.”

FRANK FALZON

Director of Customer Business Planning & Analysis
MasterCard International Incorporated

TRACK OVERVIEWS

TRACK A: STRATEGY EXECUTION

Formulating strategy can be easy. Executing strategy throughout the entire organization is much more difficult. Without effective execution, no business strategy can succeed. Unfortunately, most managers know far more about developing strategy than about executing it, making it challenging to overcome political and organizational obstacles. Learn how to excel in strategy execution by creating sustainable value for employees, customers and shareholders, as well as define key organizational capabilities and apply a balanced approach to business systems.

TRACK B: OPTIMIZE BUDGET PERFORMANCE

In many organizations, the budgeting process is a burdensome necessity. Too often, budget processes for optimizing business performance are viewed as untraditional rather than powerful tools to increase profit and better align business strategies to outcomes. Organizations must utilize their budgets to strategically deploy and allocate financial resources as well as establish targets and business drivers. Discover how to implement the right budgeting methods to not only reduce budget cycle-time, but to also enhance results.

TRACK C: LINK LEAN SIX SIGMA METHODS TO STRATEGY

Process improvement is a necessity for any high-performing organization. Organizations that don't strategically think about how to operate "better, faster, cheaper" often experience a decline in customer satisfaction, process speed and process quality. High-performing organizations are constantly working to improve the quality of their work while speeding up the process and positively affecting the bottom line. Develop process improvement best practices and benchmarks to improve your company's processes.

TRACK D: MEASURE, MONITOR AND MANAGE PERFORMANCE

Executives and managers continually struggle with finding the "right measures" to produce higher levels of growth and performance. Most measures focus on identifying the results that increase shareholder value. However, continual research shows that this has little value if not translated into variables that drive results. This transforms the traditional work of creating a balanced scorecard to one that builds an integrated framework of key "value-creating performance indicators." Dive into the intricacies facing decision-makers struggling to manage, innovate and transform organizational performance.

TRACK E: WORKFORCE MEASURES AND METRICS

When there is a clear line of sight between activities and enterprise-wide goals and strategies, employee improvement thrives. As leaders, it is your job to create an environment where employees can find their strengths and maximize their contribution to the business. By developing an effective talent management system and productive succession plan, your organization's productivity and performance potential can grow exponentially. Identify strategies executives and managers can use to find the right workforce measures and metrics.

TRACK F: MAXIMIZE LEAN SIX SIGMA TOOLS

Once you've grasped an understanding of the underlying concepts, methods and tools needed for Lean Six Sigma deployment, it becomes important to learn how to make the most of these resources. Discover how each Six Sigma tool can be applied to various projects within your organization, as well as ways to utilize the strengths of your process improvement team to best use those tools.

DAY ONE

CONTINUED

Tuesday, May 4, 2010

CHOOSE TRACK A, B, OR C:

9:00

TRACK A: STRATEGY EXECUTION

Become a Strategy-Focused Organization

- Learn the necessary steps in creating a strategy to increase the opportunity for success in a strategy-focused organization
- Identify ways to improve organizational strategy formulation, execution, alignment and communication
- Discover how to drive a performance culture that ensures the success of key strategic initiatives



ROBERT GOLD
Founder
Tenacious Tortoise, LLC

10:00

Networking Break & Exhibit Hall

10:30

TRACK A: STRATEGY EXECUTION

Utilize Performance Management to Turn Strategy into Action

- Create and communicate a strong focus on strategic priorities to boost productivity and achieve organizational goals
- Gain a better understanding of the flow of processes to pinpoint roadblocks and oversights
- Learn how to implement a successful performance management strategy that transcends all levels of the organization

BILL BARBERG
President and Founder
Insightformation, Inc.

TRACK B: OPTIMIZE BUDGET PERFORMANCE

Identify Key Business Drivers in the Budgeting Process

- Identify key business drivers that link to financial measures
- Define and test drivers with measures of financial and business performance
- Align forecasts, plans and results in an actionable framework

MITCH MAX
CEO
Virtual Profit Solutions

TRACK B: OPTIMIZE BUDGET PERFORMANCE

Improve Your Rolling Forecast Practices

- Discover different methods used in establishing a rolling forecast approach to budgeting
- Showcase rolling forecasts as a useful tool for further fueling goals and performance
- Find ways to implement a company-wide initiative on a new budgeting process

MITCH MAX
CEO
Virtual Profit Solutions

TRACK C: LINK LEAN SIX SIGMA METHODS TO STRATEGY

Build Key Infrastructure to Successfully Deploy Your Lean Six Sigma Initiative

- Lay the foundation for a successful and effective Lean Six Sigma initiative
- Examine the resources and requirements for deploying Lean Six Sigma and how to align those resources to your mission and end-outcome goals
- Identify key tools used to accomplish organizational objectives through process improvement projects

ANGI JENNINGS
Healthcare Management Engineer
Sigma Breakthrough Technologies, Inc

TRACK C: LINK LEAN SIX SIGMA METHODS TO STRATEGY

Streamline Business Processes for Cost Reduction through Lean Six Sigma

- Streamline business processes within your organization to reduce costs and provide efficient delivery of services
- Identify Lean Six Sigma strategies that generate a reduction in cycle time, while increasing quality and dramatically improving cost savings
- Eliminate waste to streamline and accelerate end-to-end business process execution



WENYUAN ZHOU
Lean Six Sigma Black Belt
United Airlines

DAY ONE

CONTINUED

Tuesday, May 4, 2010

11:30

TRACK A: STRATEGY EXECUTION

Strategy Mapping: Bridge the Gap between Strategy and Execution

- Align organizational objectives through mapping to accomplish effective strategic planning
- Identify key strategic goals and useful measures to produce results
- Guide colleagues through the process of developing strategic initiatives and measures



LENE MOCK

Vice President Enterprise Business Process Group, Sun Trust Bank

TRACK B: OPTIMIZE BUDGET PERFORMANCE

"The Buck Starts Here" Best Practices in Revenue Planning and Building Blocks for Revenue Performance Management

- Combine your plan and actual data with performance management
- Create an integrated system that easily incorporates your revenue plan and actual data
- Spend more time on analysis for improved decision making

JONATHAN RETANO

Former Financial Analyst
Federal Reserve

TRACK C: LINK LEAN SIX SIGMA METHODS TO STRATEGY

Integrate Design for Six Sigma (DFSS) to Achieve Operational Excellence

- Transform from a DMAIC system to DFLSS to improve quality and decrease variation
- Implement a DFLSS framework with tools and techniques required to increase value to your business and customers
- Overcome barriers to Lean Six Sigma implementation and engage project leaders for ensuring enhanced results

MELISSA ALEXANDER

Six Sigma Black Belt
BayCare Health System

12:30

Networking Luncheon & Exhibit Hall

CHOOSE TRACK D, E, OR F:

1:15

TRACK D: MEASURE, MONITOR AND MANAGE PERFORMANCE

Measure What Matters: Identify the Right Measures for Corporate Performance Management

- Select a set of measures that highlights the information necessary for informed decision making
- Develop metrics that allow employees to link their activities and outputs to overall corporate objectives and goals
- Define the link between corporate goals and major operational perspectives

BILL BARBERG

President and Founder
Insightformation, Inc.

TRACK E: WORKFORCE MEASURES AND METRICS

Leverage Workforce Planning and Performance with Effective Measures

- Identify best practices in HR metrics and analytics to maximize your organization's ROI
- Harness the potential of human capital to achieve organizational missions and goals
- Reduce costs and improve satisfaction throughout all of your HR functions

MARILYN WALKER

President and CEO
Synergize!

TRACK F: MAXIMIZE LEAN SIX SIGMA TOOLS

Integrate Six Sigma Methodologies into Project Management to Identify Opportunities

- Combine project management with Six Sigma practices to enhance results and streamline business processes
- Integrate Lean Six Sigma and project management to strengthen your organizational strategy
- Apply measurement tools to evaluate how the project met or missed the service objectives

CHARIS GROSSMAN

Six Sigma Black Belt
Process Improvement, LLC

DAY ONE

CONTINUED

Tuesday, May 4, 2010

2:00

TRACK D: MEASURE, MONITOR AND
MANAGE PERFORMANCE

Monitor and Report Key Metrics for Improved Performance, Decision-Making and Transparency

- Understand how KPIs can help identify strengths and weaknesses in organizational performance
- Utilize effective KPIs for more informed decision making
- Generate your KPIs into organizational results and effectively communicate them across the organization

MARK AESCH

CEO

Rochester Genesee Regional Transportation
Authority

2:45

Networking Break & Exhibit Hall

TRACK E: WORKFORCE MEASURES AND METRICS

Link HR Initiatives to Business Outcomes through Workforce Analytics

- Identify top performers and high potentials based on relevant metrics
- Measure leadership depth and breadth
- Drive talent management decisions throughout the organization

CARL SCHLEYER

Director of Human Capital Analytics
Sears

TRACK F: MAXIMIZE LEAN SIX SIGMA TOOLS

Lean Tools: Understand Value Stream Mapping, 5S and Kaizen

- Understand the key tools and techniques of value stream mapping
- Learn the principles of 5S as an approach to standardizing and improving quality in all business functions
- Evaluate best practices and lessons learned in running Kaizen events

ANGI JENNINGS

Healthcare Management Engineer
Sigma Breakthrough Technologies, Inc

*“Great speakers, great
presentation—I wish my colleagues had
been here too!”*

TRACY MCGURRAN

VP of Client Services, Insurance Technologies



DAY ONE CONTINUED

Tuesday, May 4, 2010

3:15 INTERACTIVE SESSIONS

These sessions bring together experienced professionals to discuss and address issues faced in today's competitive environment. The workflow tools sessions will expand analytical thinking to discover innovative methods to overcome challenges and capitalize on opportunities.

INTERACTIVE SESSION A:

Cascade the Balanced Scorecard throughout Your Organization

The Balanced Scorecard is a company-wide initiative that can be successful only when everyone in the organization is active in its execution. When each employee knows what part they play in improving organizational performance, they can work towards set goals.

- Create, administer and execute a comprehensive communication plan to help execute your BSC strategy
- Cascade appropriate communication activities that focus on strategy through human resource's role in the BSC
- Develop a strategy-focused workforce by aligning employees, values and strategy of the organization



BOB PALADINO

ASMI Senior Fellow; Managing Partner, Bob Paladino and Associates

INTERACTIVE SESSION B:

Improve Profitability with Cost Leadership

A competitive advantage in today's marketplace speaks volumes of an organization's ability to adapt and succeed in a challenging economic environment. Cost leadership is one approach to gaining a competitive advantage. With the use of effective analytical tools, a company can combine data, planning and communication to lower costs and increase profits.

- Implement activity-based costing and business process analysis to improve performance and productivity
- Recognize the essential elements of a strong cost leadership strategy
- Identify the information necessary to achieve cost-leadership superiority

MITCH MAX

CEO
Virtual Profit Solutions

INTERACTIVE SESSION C:

Use Voice of the Customer (VOC) Techniques to Gain a Competitive Advantage

Now more than ever, it's important for organizations to constantly keep their customer's needs in mind and better understand how services and products bring value to customers. With spending on the decline, every organization needs to offer a product or service that stands out amongst the rest. By harnessing Voice of the Customer (VOC) techniques your company can ensure the purchaser is getting exactly what they want.

- Uncover methods to define and understand customers priorities and focus improvement efforts in order to stand out amongst the competition
- Create higher levels of customer satisfaction by educating your business on Lean Six Sigma VOC principles and tools
- Capture customer feedback to effectively provide the best-in-class quality product or service that surpasses the competition

KURT HOFMEISTER

President
The TOTAL QUALITY Group, Inc.

4:30

Exhibit Hall Hours & Networking Cocktail Reception

Immediately following the conclusion of Day One of the Performance Conference 2010, attendees and presenters are invited to attend the complimentary cocktail reception. The reception will provide attendees with the opportunity to develop new contacts, facilitating long-term relationships for the sharing of innovative ideas.



5:30

Adjourn

DAY TWO

Wednesday, May 5, 2010

7:30

Continental Breakfast & Exhibits

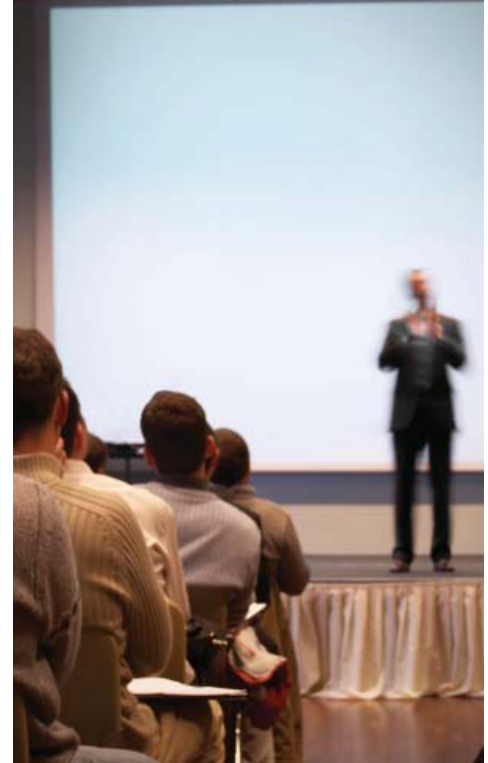
8:00

Opening Remarks by Chairperson



ROY BARNES

ASMI Senior Fellow; Former Senior Vice President, Strategic Management and Customer Development, Marriott Vacation Club International



8:10

KEYNOTE ADDRESS

An Integrated Approach to Change and Performance Management

The road to organizational high performance has hard challenges, and as difficult times have come upon organizations, leaders are faced with new, complex and daunting issues different from those of the past. Leadership skills and organizational strategies require flexibility and change. In this Keynote Address, you will learn invaluable tools and techniques to embrace transformation and to incorporate change management into your performance management system. Consider how clean conceptual contexts can help make strategic execution a core competency in your business.

KIMBERLEE WILLIAMS

Head of Strategy Execution and Change
Merck Sigma

9:00

KEYNOTE ADDRESS

Harness Innovation to Drive Business Growth

High performing organizations are achieving sustainability and redefining business success through a continuous process of innovation. With new innovative ideas arising everyday throughout organizations, leaders must take chances and make brave decisions. In this Keynote Address, you will learn to:

- Create a competitive advantage to drive sustainability and growth through innovation
- Incorporate innovation into your existing corporate strategy
- Assess the ROI of innovation for employees, communities and stakeholders



BOB PALADINO

ASMI Senior Fellow
Managing Partner, Bob Paladino and Associates

10:00

Networking Break & Exhibit Hall

TRACK OVERVIEWS

TRACK G: PERFORMANCE MANAGEMENT SYSTEMS

Continuous studies show that organizations typically use performance management to improve organizational results, stay focused on strategic priorities, shift focus when needed during times of rapid change and provide a culture that will attract and develop employees. Implementing, managing and utilizing a performance management system is no easy task, but it is certainly attainable, and organizations quickly see endless rewards in successful implementation. Identify best practices and techniques to effectively utilize and implement a performance management system within your organization.

TRACK H: EFFECTIVELY MANAGE BUSINESS INTELLIGENCE

Business Intelligence (BI) focuses on the use of information to drive effective business actions. Capturing, organizing and communicating key business requirements for your BI program requires an approach that aligns your company's business strategy and objectives with the technical infrastructure to deliver the right management information to the right people at the right time. Learn how to use BI to execute strategy, optimize business processes and improve performance.

TRACK I: ESSENTIALS OF CUSTOMER MANAGEMENT

Most successful organizations do not measure success based solely on internal performance, they look outward to the customer as well. By creating an environment and culture based on the customer, your business can better understand their needs and wants, which in turn drives profitability. Discover how to better identify the needs of your customer and create a strategic plan to put a greater focus on customer management.

TRACK J: BUSINESS INTELLIGENCE ESSENTIALS: BUILD AN EFFECTIVE BI TEAM

Business Intelligence projects struggle with a variety of issues that chronically inhibit success. Some of these issues are technical—many are not. At the core of these issues are cultural and social challenges. Is your team struggling with change, unclear roles and responsibilities or an unpredictable culture? Has your organization learned how to focus on results, create a productive environment and partner with your business customers? Regardless of your position, this track will provide you with practical tips and techniques for leading your team through these issues.

TRACK K: DEVELOP A STRONG CORPORATE LEADERSHIP STRATEGY

Enabling performance management within your organizations takes a collaboration of technology, strategy and leadership. Often times, the importance of the leader's role in driving change through your teams and organizations is overlooked. Learn proven strategies to guide your organization to the next level.

TRACK L: IMPROVE THE CUSTOMER EXPERIENCE

Most senior business leaders agree that differentiating your product solely on the traditional physical elements of price, delivery or even quality is no longer a sustainable business strategy. A new differentiator has emerged, and that is the purposeful management of your customer experiences. Creating memorable customer experiences can improve customer loyalty, satisfaction and your market position. However, many companies fail to recognize the importance and value in purposefully enhancing each step of the customer experience with their company. Learn how to create, design and execute memorable customer experiences to build positive customer relationships that result in revenue growth.

DAY TWO

CONTINUED

Wednesday, May 5, 2010

CHOOSE TRACK G, H, OR I:

10:30

TRACK G: PERFORMANCE MANAGEMENT SYSTEMS

Build a Corporate Performance Management Framework in Your Organization

- Leverage existing systems and infrastructure to align performance objectives with corporate strategy
- Achieve higher levels of efficiency through effective reporting cycles and communication
- Gain a greater understanding of current performance levels and devise a roadmap for the journey ahead



BOB PALADINO

ASMI Senior Fellow
Managing Partner,
Bob Paladino and Associates

11:30

TRACK G: PERFORMANCE MANAGEMENT SYSTEMS

Manage for Results Using the Balanced Scorecard

- Supervise the overall function of the BSC to guarantee strategic success and execution
- Manage the BSC as an effective tool used to carry out planned processes to achieve long term goals
- Track and monitor the progress seen as a result of implementing the BSC



BOB PALADINO

ASMI Senior Fellow
Managing Partner,
Bob Paladino and Associates

TRACK H: EFFECTIVELY MANAGE BUSINESS INTELLIGENCE

Design Integrated Business Metrics to Maximize Performance

- Determine the right metrics to measure and ways to keep them current in a continuously changing business environment
- Learn techniques to ensure cohesion, assure consistency and avoid conflict among metrics
- Understand the time and cost of managing your BI team

MITCH WEISBERG

Managing Director
Lumen, Inc.

TRACK H: EFFECTIVELY MANAGE BUSINESS INTELLIGENCE

Dashboard Design for Immediate Impact and Insight

- Recognize and avoid the common pitfalls in dashboard design
- Match your strategy and performance goals to the metrics in your dashboard
- Arrange data to communicate clearly, effectively and efficiently



ROBERT GOLD

Founder
Tenacious Tortoise, LLC

TRACK I: ESSENTIALS OF CUSTOMER MANAGEMENT

Create Your Own Culture of Service to Ensure Buy-In, Sustainability and Results

- Learn the whys (and hows) of building your culture model organically
- Find out how detailed evaluation and analysis identifies gaps in performance and areas of strength
- Understand the relationship between feedback, metrics, analysis and improved business performance

SABRINA TURNER

Director of Contact Center Training
GSI Commerce

TRACK I: ESSENTIALS OF CUSTOMER MANAGEMENT

Monitor and Leverage Customer Data to Assess Customer Experience and Make Improvements

- Gather and gain valuable customer feedback and data to create more value for your customer
- Discover new approaches for listening to the Voice of the Customer to identify areas of improvement
- Collect and analyze data to differentiate from client satisfaction to client loyalty

KURT HOFMEISTER

President
The TOTAL QUALITY Group, Inc.

12:30

Networking Luncheon & Exhibit Hall

DAY TWO

CONTINUED

Wednesday, May 5, 2010

CHOOSE TRACK J, K, OR L:

1:15

TRACK J: BUSINESS INTELLIGENCE ESSENTIALS:
BUILD AN EFFECTIVE BI TEAM

Roles and Responsibilities within a BI Team

- Establish the necessary roles within a BI team
- Match team member strengths to essential responsibilities at different BI maturity levels
- Work through the processes a BI team must follow

JONATHAN GREENBERG

Business Intelligence Manager, IT
BMW of North America LLC

TRACK K: DEVELOP STRONG CORPORATE
LEADERSHIP STRATEGIES

Leadership Essentials: Leading with Confidence

- Learn to promote cooperation and build trust within your organization
- Determine your personal vision and what you stand for as a leader
- Express your leadership style with confidence

JEAN NITCHALS

ASMI Senior Fellow
Performance Management Consultant
STAR Collaborative

TRACK L: IMPROVE THE CUSTOMER EXPERIENCE

Connect the Customer and Employee Experience to Increase Results

- Discover the link between employee engagement and customer experience
- Apply practical techniques to create a work environment where employees want to give their best for customers
- Discuss the ROI and impact of your front-line staff on your bottom line

KATHY BROOKS

Vice President of Human Resources and
Organizational Development
Green Mountain Coffee

2:00

TRACK J: BUSINESS INTELLIGENCE ESSENTIALS: BUILD
AN EFFECTIVE BI TEAM

Business Intelligence Technology

- Identify essential BI tools that match your organization's capabilities
- Transition from individual to centralized BI platforms
- Better understand the BI services model

JONATHAN GREENBERG

Business Intelligence Manager, IT
BMW of North America LLC

TRACK K: DEVELOP STRONG CORPORATE
LEADERSHIP STRATEGIES

Leadership Skills for Implementing Change Initiatives

- Lead others in your company to become opportunity seekers
- Discover innovative approaches to growth
- Learn to experiment and take risks to lead change

JEAN NITCHALS

ASMI Senior Fellow
Performance Management Consultant
STAR Collaborative

TRACK L: IMPROVE THE CUSTOMER EXPERIENCE

Drive Profitability with an Effective Customer-Focused Online Experience

- Leverage Web 2.0 to sustain long term business value and customer loyalty
- Align the online customer experience with brand to drive customer growth and business profitability
- Cultivate and drive innovation from customer feedback and insight with online tools

STUART MEYLER

Principal
Beeby Clark+Meyler

2:45

Networking Break & Exhibit Hall

DAY TWO CONTINUED

Wednesday, May 5, 2010

3:00 INTERACTIVE SESSIONS

These sessions bring together experienced professionals to discuss and address issues faced in today's competitive environment. The workflow tools sessions will expand analytical thinking to discover innovative methods to overcome challenges and capitalize on opportunities.

INTERACTIVE SESSION D:

Align Reporting and Information Management with Performance

Without accurate performance reporting, there can be no clear measure of organizational development and success. The alignment of reporting, and the management of those information systems that gather data, are essential for informed decision making and performance evaluation.

- Understand how to utilize data systems to report performance for improved decision making
- Identify standards for performance measurement metrics and variations among performance measurement systems to obtain accurate information
- Learn how to overcome organizational barriers that delay reporting processes

BILL BARBERG

President and Founder
Insightformation, Inc.

INTERACTIVE SESSION E:

Assess Your BI Maturity: Take BI to the Next Level

Today, the role of BI has shifted to become an integral part of any business and it is no secret that organizations look to BI to increase bottom-line results. In this session, learn to assess your BI program and identify growth opportunities to take your program to the next level.

- Understand the value of a maturity model for selling BI projects
- Identify the five stages of data warehousing and analytical maturity
- Provide stakeholders insight from consistent, unified data delivery and analytical architecture

INTERACTIVE SESSION F:

Project Management: Develop Project Management Skills with the Latest Methodologies

The project management process enables project managers to produce project deliverables in the least amount of time, for the lowest cost and with the highest quality. This session teaches project managers to develop specific goals, objectives and deliverables to control the elements of projects.

- Describe the differences between operations, projects and programs
- Define roles, review the necessary skills of project managers and identify possible competency gaps
- Understand the key organizational influences that may affect a project

TRINA CROCKETT

Client Relationship Manager
Kepner Tregoe - North America Consumer Products Practice

3:45

CHAIRPERSON'S CLOSING REMARKS

Develop and Capitalize on a Performance Management System

This closing discussion will deliver the final words on performance management. Throughout the conference, many topics have been discussed. Theories have been formulated to support performance management. Measures and metrics have been mapped for enhanced management flexibility along with many other performance topics. This discussion will highlight in detail what these performance strategies do for organizations to prove that the effort put forth to implement a performance management system is truly worth the capital and dedication from employees.



ROY BARNES

ASMI Senior Fellow; Former Senior Vice President, Strategic Management and Customer Development, Marriott Vacation Club International

4:15

Conference Adjourns

PAST ATTENDEE TESTIMONIALS

*“Provided Relevant,
Specific and Actionable
Advice—Very Helpful.”*

NICOLE IANTUONO

Blue Shield of California

*“Implementing what is talked about in these conferences
transitions your organization from good to great.”*

DAVE LAMASCUS

Arsenal Digital Solutions

*“I would recommend this
conference to my colleagues so
that they may also be exposed to new
concepts about planning, budgeting
and forecasting.”*

DEVONNA KEE, Budget Director, Freddie Mac

*“Very timely for
our company’s process
development.”*

RANDI SMITH

Manager, Financial Planning and Analysis, Nordstrom

*“Provided a great combination of strategic
frameworks and real-life tactical info
for great lessons.”*

AMY SHERWOOD

V.P. of Public Relations, Yum! Brands, Inc.

THE PERFORMANCE EXPO 2010

Showcasing the Latest Management Innovations

Bring RESULTS Back to Your Company

Moving from paperwork to an institutionalized method of performance-based management requires executives to have access to the most cutting-edge performance planning and budgeting solutions available in today's market. At the request of conference attendees seeking leading solutions providers for their growing management challenges, The American Strategic Management Institute has teamed with leaders in the performance management industry to bring you The Performance Expo 2010.

Curious about What Performance-Based Methodologies and Solutions Your Competition is Using?

Network with your peers at The Performance Conference Expo 2010 and learn directly from top corporate leaders what performance management solutions they consider "best-in-class." The Performance Expo 2010 will showcase the latest solutions available for your business. Be the first to know.



EXPO HALL HOURS:

May 4–5, 2010

7:30AM – 6:00PM

Don't Miss The Performance Conference Expo 2010

NETWORK

with industry leaders and your peers - Step away from the classroom and meet fellow executives from across the nation. Witness first hand the benefits they've received from implementing the solutions provided at the Expo

RECEIVE

the latest product and solution offerings - Be a part of the most up-to-date demonstrations and learn from key solution providers available at the Expo

MEET

with leading industry solutions providers - Reserve a time to meet one-on-one with Performance Conference 2010 sponsors to receive demos and learn how their solutions can help your organization plan, budget, measure and manage more effectively and efficiently

DEMONSTRATE

results to your key stakeholders - Show results to shareholders with the most recent measurement capabilities and performance management solutions hand-picked by the American Strategic Management Institute

Expect to Meet Product and Solutions Providers Ready to Exceed Management Challenges

Within the theme "Measures, Metrics and Management Systems to Improve Organizational Performance and Profitability," the Performance Conference 2010 will attract a focused group of solution providers in:

- Performance Management
- Financial Performance and Reporting
- Business Intelligence and Analytics
- Process Improvement
- Budgeting and Forecasting Performance
- Employee Performance and Talent Management

Become a Sponsor!

To learn more about sponsorship opportunities contact Meredith Mason at 202-739-9707 or Meredith.Mason@ASMIweb.com

IN-HOUSE TRAINING OPPORTUNITIES

One of the more popular vehicles for accessing the American Strategic Management Institute's educational offerings is the delivery of on-site trainings and management facilitations. Bringing a training or facilitation in-house gives you the opportunity to customize a program that addresses your exact challenges and provides a more personal learning experience, while virtually eliminating travel expenses. Whether you require training for your department or for an organization-wide initiative, the advanced learning methods employed by the Institute will create an intimate training atmosphere that maximizes knowledge transfer to enhance the talent within your organization.

CUSTOMIZATION

We realize that not all obstacles can be overcome by applying an "off-the-shelf" solution. While many training providers will offer you some variation of their standard training, the American Strategic Management Institute's subject matter experts will work with you and your team to examine your programs and determine your exact areas of need. The identification of real life examples will create a learning atmosphere that resonates with participants while at the same time providing immediate return on your training investment. Using interactive exercises that employ actual projects or scenarios from your organization, instructors can address specific challenges and align the curriculum of each session to your objectives. While the majority of on-site trainings are focused on smaller groups, the American Strategic Management Institute also has the ability to accommodate organizational-wide training initiatives. Utilizing multiple instructors, The Institute has the capacity to deliver courses to groups of up to 300 participants per day.

AREAS OF EXPERTISE

On-site delivery of single courses, certification programs and entire packages of specialized courses are available in the following areas:

- Strategic Planning
- Performance Measurement
- Project Management
- Lean Six Sigma
- Workforce Management
- Budgeting and Forecasting
- Performance-Based Contracting
- Performance Reporting
- Program Evaluation
- Administrative Management
- Change Management
- Balanced Scorecard

For more information about in-house training options available to you, please contact Blake Zach at 202-739-9548 or email him at Blake.Zach@ASMIweb.com

LOGISTICS & REGISTRATION



Venue and Hotel:

The Performance Conference 2010 will be held at the Hyatt Regency Orlando International Airport where a limited number of rooms have been reserved at the discounted rate of \$159 until Saturday, April 3, 2010. Please contact the hotel at the number provided below to make reservations and be sure to use the group code **American Strategic Management Institute** to receive the American Strategic Management Institute (ASMI) discounted conference rate.

Hyatt Regency Orlando International Airport
9300 Airport Blvd
Orlando, FL 32827
800-233-1234
www.orlandoairport.hyatt.com

Hotel Rate: \$159

Call in code: American Strategic Management Institute

Tuition:

The tuition rates for attending The Performance Conference 2010 are:

Offerings	Early Bird Rate*	Regular Tuition
Conference Only	\$1699	\$1799
Pre-Conference Seminar	\$499	\$499

*For the Early Bird Rate, Register by March 1, 2010.

Group Discounts:

For more information on group discounts for The Performance Conference 2010, please contact Paul Rogers at 858-737-4122 or email him at Paul.Rogers@ASMIweb.com

CPE Credits:



DELIVERY METHOD: Group-live
PROGRAM LEVEL: Basic
PREREQUISITES: None
ADVANCED PREPARATION: None

CPE CREDITS: 20

14 for conference, 6 for pre-conference seminars

The American Strategic Management Institute (ASMI) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Website: www.nasba.org.

Quality Assurance

ASMI strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to:

ASMI Corporate Headquarters: Quality Assurance
805 15th Street NW, 3rd Floor
Washington, DC 20005

Note: As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. ASMI is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

If for any reason ASMI decides to cancel this conference, ASMI accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

Discounts and Payment

- All 'Early Bird' Discounts must require payment at time of registration and before the cut-off date in order to receive any discount.
- Any discounts offered whether by ASMI (including team discounts) must also require payment at the time of registration.
- All discount offers cannot be combined with any other offer.
- Discounts cannot be applied retroactively

Payment must be secured prior to the conference. If payment is not received by the conference start date, a method of payment must be presented at the time of registration in order to guarantee your participation at the event.

REGISTRATION FORM

TO REGISTER



CALL
877-992-9522



FAX this Form to:
866-234-0680



VISIT
www.ThePerformanceConference.com

- Yes! Register me for The Performance Conference 2010
- Yes! Register me for the Conference plus a Seminar **choose one:** **A** **B** **C**
- Please call me. I am interested in a special Group Discount for my team

Name _____ Title _____

Organization _____ Dept. _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Method of Payment:

- Check Purchase Order/Training Form Credit Card   

Card Number _____

Exp. Date _____ 3 Digit Card verification # _____ Billing Zip _____

Name on Card _____

Please make checks payable to: The Performance Institute

Priority Code: B900-WEB

Cancellation Policy

ASMI will provide a full refund less a \$399 administration fee for cancellations requested four weeks prior to the event start date unless cancellation occurs within two weeks prior to the event start date. If a cancellation is requested less than two weeks prior to the event start date, no refund will be issued. Registrants who fail to attend and do not cancel prior to the event will be charged the entire registration fee. All cancellations must be requested through the cancellation link found in your attendance confirmation email. Please note that cancellation is not final until you receive a cancellation confirmation email.

- I have read and accepted the Cancellation Policy above.

ACKNOWLEDGED AND AGREED

By: _____ Date: _____

ASMI'S VISION

In this challenging economic landscape, organizations must develop and execute innovative strategies to survive and thrive. Performance and process improvement methodologies give managers the tools they need to run leaner, more efficient businesses. The mission of the American Strategic Management Institute (ASMI) is to connect business leaders with best-in-class practices and training to address management challenges and improve results. ASMI has grown into one of the nation's most innovative training providers, combining market research and industry insight to deliver experiences and tools to inspire leaders and grow businesses. Through virtual sessions, national summits, training programs and consulting services, ASMI brings together leaders to share insights, ideas and actions to transform organizations.

Areas of Focus:

- ▶ **PERFORMANCE MANAGEMENT:** Using business analytics to drive strategy
- ▶ **PROCESS IMPROVEMENT:** Leaning processes for efficiency and quality improvement
- ▶ **FINANCIAL MANAGEMENT:** Budgeting and forecasting for better decision-making
- ▶ **PROJECT MANAGEMENT:** Managing projects to deliver results on time, within scope and in budget
- ▶ **LEADERSHIP DEVELOPMENT:** Building leadership skills to manage in times of change and conflict

Services:



VIRTUAL TRAINING BRIEFINGS 90-minute training sessions for the latest tools and techniques to deliver results



NATIONAL SUMMITS National events allowing business leaders to share best practices and strategies for success



TRAINING PROGRAMS Methodology-based training modules in management competencies, offered publicly or custom-designed for your organization



CONSULTING SERVICES Field experts who can bring bold change to your workforce, planning processes.