



# GLOBAL PERFORMANCE FORUM 2007

Innovations & Breakthroughs in Driving Performance

October 3-5, 2007 • Rio Suite Hotel and Casino, Las Vegas, NV

Premier Sponsor:



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# INTRODUCTION

## Who Should Attend?

Executives and managers involved in day-to-day decision-making. . .

- CEOs
- CFOs
- COOs
- CIOs
- SVPs and VPs of Strategy Management
- SVPs and VPs of Finance
- SVPs and VPs of Operations
- SVPs and VPs of Human Resources
- Business Analysts
- Consultants and Change Agents
- Directors of Strategic Planning

## Who Will You Meet?

GIM delegates represent all industries in the private and public sectors...

Industry Breakdown of GIM Event Attendees

Financial Services .....(30%)

Technology .....(17%)

Public Service and Not-for-Profit

Organizations .....(12%)

Energy and Utilities .....(11%)

Healthcare .....(6%)

Foreign Government .....[4%]

Consulting and Business Advisory (3%)

U.S. Government .....(2%)

Other ..... (15%)

## Dear Executive,

The pressures of competing in a global marketplace continuously grow. You have shareholders to report to, regulations to comply with, employees to keep satisfied, and expectations to exceed. Overcoming these challenges is not just about executing a strategy, but it is about executing the right strategy. Getting to optimal performance and finding the right strategy involves making hypotheses, gathering data, analyzing information, challenging conventional thinking and instituting lasting change.

Organizations of all sizes have turned to performance management to drive results in a fiercely competitive marketplace. The wide array of tools and management systems that are available have left many to wonder which is the right solution for their organization. Only through the right insight can you uncover the solutions for achieving greater performance.

At the 2007 Global Performance Forum in Las Vegas on October 3-5, you will get the unique opportunity to network with executives from around the world and learn from leading practitioners as they share the secrets to driving lasting results. This event is your chance to learn about game-changing concepts and ideas such as:

- Achieving operational excellence
- Formulating and articulating breakthrough strategies
- Gathering and analyzing performance data
- Building enterprise-wide performance management systems
- Budgeting, planning and forecasting
- Innovations in performance management
- Aligning people and resources to strategy, objectives and goals

Don't miss this opportunity to learn about the innovations and solutions that are transforming the ways organizations are achieving optimal performance. Be a part of the networking and the educational opportunities that await you:

- Technology sessions
- Performance management debates
- Private meetings with fellow delegates, sponsors and speakers

To register, please visit [www.gimanagement.com](http://www.gimanagement.com); call +1 (213) 291-8655; or fax a registration form (find this on the last page of this brochure) to +1 (213) 291-1667.

I look forward to meeting you in Las Vegas!

Best regards,

**Henry Killackey**

Managing Partner

Global Institute for Management (GIM)

# AGENDA - AT - A - GLANCE

## DAY ONE: PRE-FORUM WORKSHOPS – October 3, 2007

8:30am	Continental Breakfast and Workshop Registration
9:00	Workshop A   Workshop B
12:00pm	Networking Luncheon
1:00	Workshop C   Workshop D
4:00	Pre-Forum Registration and Reception
4:30	Workshop E
7:30	Adjourn

### APPLICABLE & INNOVATIVE CASE STUDIES

- Measures Metrics and Management Systems to Improve Performance
- Determine Your Key Performance Indicators
- Lockdown Your Strategy to Revolutionize Corporate Culture
- Network With Colleagues & Enjoy the Vegas Atmosphere
- Tempers May Flair when Performance Strategy & Application will Finally Be Debated

## DAY TWO: FORUM – October 4, 2007

7:30am	Continental Breakfast and Registration
8:15	Welcome and Introductions
8:30	KEYNOTE ADDRESS: Building the Strategy-Aligned Organization
9:30	Corporate Performance Management: The Fundamentals that Drive Reporting, Measurement and Strategy Execution
10:30	Morning Break
10:50	PERFORMANCE MANAGEMENT DEBATE: What are the Systems that Drive Winning Results?
12:00pm	Networking Lunch
1:00	<b>BUSINESS INTELLIGENCE/ANALYTICS</b> Utilizing Data and Information to Drive Competitive Advantage
	<b>PROCESS MANAGEMENT AND OPERATIONS</b> Process Measurement
	<b>STRATEGY MANAGEMENT AND EXECUTION</b> Articulating the Corporate Strategy
2:00	<b>BUSINESS INTELLIGENCE/ANALYTICS</b> Web Analytics: Creating and Seizing Game-Changing Opportunities
	<b>PROCESS MANAGEMENT AND OPERATIONS</b> The Deadly Sins of Performance Measurement
	<b>STRATEGY MANAGEMENT AND EXECUTION</b> Developing Strategy-Focused Performance Measures
3:00	Afternoon Break
3:20	<b>BUSINESS INTELLIGENCE/ANALYTICS</b> Improving and Building Upon Performance Reporting Capabilities
	<b>PROCESS MANAGEMENT AND OPERATIONS</b> Lean Accounting: Diminishing Waste and Finding Efficiency
	<b>STRATEGY MANAGEMENT AND EXECUTION</b> Scorecards and Strategy Maps: Understanding the Tools that Drive Strategy Execution
4:20	Developing the Enterprise-Wide Performance Management System
5:00-7:00	Networking Reception and Exhibition Session

## DAY THREE: FORUM – October 5, 2007

7:30am	Continental Breakfast
8:15	Recap of Day Two
8:30	KEYNOTE ADDRESS: Building the High-Performing Organization
9:30	Gathering Performance Information and Establishing Benchmarks
10:30	Exhibition Session
11:15	<b>HUMAN CAPITAL</b> Global Talent Management: Linking Global Talent Management to Global Succession Planning
	<b>FINANCE</b> Integrating Budgeting, Planning and Forecasting with Performance Management
	<b>OPERATIONS</b> Developing the Right Strategic Objectives for Operational Challenges
12:15pm	Networking Lunch
1:15	<b>HUMAN CAPITAL</b> A New Model for Succession Planning and Talent Management
	<b>FINANCE</b> Customer Profitability Analytics: Understanding the Profitability of Customer Segments
	<b>OPERATIONS</b> Voice of the Customer: Improving Operations through the Insight of Customers
2:15	<b>HUMAN CAPITAL</b> Aligning HR Strategy to Corporate Strategy
	<b>FINANCE</b> Developing the Rolling Forecast
	<b>OPERATIONS</b> Aligning Line Managers to Organizational Strategies and Budgets
3:15	Controlling Performance Management in Your Organization
4:00	FORUM Adjourn

# KEYNOTE SESSIONS

## Building the High-Performing Organization



**Jay Romans**, Vice President, People, Waste Management

- Understand the habits and fundamentals of the winning enterprise
- Learn how to inspire the highest levels of performance out of people
- Use corporate performance management to uncover the strengths

and weaknesses of your enterprise

- Establish a consistent and executable game plan for success

Winning organizations do not just achieve breakthrough performance once. They achieve the highest levels of performance on a continual basis. Consistency is at the core of model enterprises and good habits are the secret of their success. In this session, you will learn what differentiates a winning organization from a good one and how breakthrough performance can be sustained.

## Building the Strategy-Aligned Organization

**Michele Seyranian**, Executive Vice President, KeyCorp

- Learn how KeyCorp, a Balanced Scorecard Hall of Fame member, generated alignment among its business units
- Understand how the proper communication of strategy is necessary for establishing collaboration and action amongst stakeholders and employees
- Uncover the core competencies and secrets of the strategy-aligned enterprise



For any winning organization, its strength comes from its ability to get stakeholders, employees and resources focused on strategy. In this session, you will learn to understand how alignment to strategy translates into greater performance.

## PERFORMANCE MANAGEMENT DEBATE:

### What are the Systems that Drive Winning Results?

Presented by ACTUATE.

- Balanced Scorecard - is it effective? Or is it dead?
- Driver Based Planning - will it work for you?
- What Measures and Metrics REALLY matter?
- How do you develop key performance indicators?
- Analytics vs. People? What matters most?

## THE PERFORMANCE POWER GRID:

Presented by

Based upon the award-winning enterprise performance management approach presented in *"The Performance Power Grid: The Proven Method to Create and Sustain Superior Organizational Performance,"* (Wiley, 2006), this session reveals an approach that allows an organization to evolve into a performance-oriented environment naturally. You will learn to:

- Translate conceptual strategic objectives into concrete actions that are meaningful to each employee and focus upon the proper tasks, processes and projects that truly drive performance
- Apply a model leveraging and complementing performance management methodologies and process improvement initiatives, as well as traditional financial management
- Manage, measure and monitor financial and/or operational performance and explain 'why' when performance does not meet expectations or targets - in real-time

## 4 REASONS TO ATTEND THE GLOBAL PERFORMANCE FORUM 2007

### Reason 1:

The Global Performance Forum 2007 is the only management event of the year where the most cutting edge case studies are being shared!

### Reason 2:

Network with your peers from organizations around the world. Take advantage of the networking receptions, lunches and informative workshops to meet new colleagues.

### Reason 3:

Five workshops stretching all different times, offer hands on learning opportunities. Learn the processes necessary to implement performance methods, measures and metrics at your organizations.

### Reason 4:

Vegas Baby! And the Rio Hotel of Las Vegas' is one of the cities hottest entertainment destinations, where

you can find celebrity entertainment, one-of-a-kind musical performances and interactive theater, all in on great location! Things to do at the Rio include the Rio Spa and Salon, Shopping, Golf, Nightlife and the Masquerade show in the sky. Not to mention placing your bet on many a table!

# FEATURED CASE STUDIES



## **Scorecards and Strategy Maps: Understanding the Tools that Drive Strategy Execution**

**Dr. Ferdinand Tesoro**, Director, WellPoint Dental and Vision Planning and PMO

This interactive, experiential, and insightful session will answer the following questions: How do you ensure that you have the right strategy for your organization? What are leading and lagging performance measures and how are they used effectively? How did the WellPoint Dental and Vision organization utilize the Value Chain, Balanced Scorecard and performance indicators to generate business results and shareholder value?



## **Improving and Building Upon Performance Reporting Capabilities**

**Rebecca Moehring**, Enterprise Architect, American Electric Power

Predictability is essential in protecting an organization from losses and diminished performance. Through analytics, decision-makers can gain the insight they need to drive improvements. In this session, you will learn how to use analytics to enhance your organization's performance reporting capabilities.



## **Web Analytics: Creating and Seizing Game-Changing Opportunities**

**Paul Botto**, Analytics Team Leader, Google

Understanding your company's website and its ability to attract web traffic is crucial in driving business opportunities. Through establishing web analytics and measuring the effectiveness of your website, you can gain the deep understanding of internet users you need to drive performance.



## **Best Practices for Operationalizing Strategy**

**Alex Urmersbach**, Senior Vice President, Strategic Planning and Organizational Effectiveness, Countrywide Financial

Why are some companies more successful than others in executing strategy? What are the underlying capabilities, tools and methods that foster a high implementation rate of strategic deliverables? In this case study, you will learn about the performance management systems for strategic planning that consistently deliver results for Countrywide.



## **Utilizing Data and Dashboards to Drive Organizational Alignment**

**Todd Birchenough**, Program Director, Unisys

Managers have access to more information than ever before and, as a result, strategy execution has become reality for all organizations. In this session, you will learn to use data and dashboards to enhance decision-making and align people to organizational strategy.



## **Articulating the Corporate Strategy**

**Kirk Gould**, Sr. Performance Consultant, Arizona Public Service

Missed opportunities and lagging performance are often the potent symptoms of an inability to execute strategy. The secret to any successfully implemented strategy is communication and articulation. People at all levels of an organization must understand the strategy in order to drive change. In this session, you will learn how to effectively communicate and explain strategy to constituencies throughout the organization.

### *Networking Reception:*

*Whether you've attended a workshop or just arrived to Vegas, come join GIM and let us buy the first round. This pre-conference Networking Reception is a great way to get to know other performance management professionals, their corporate issues and make friends for the event and evening activities of Las Vegas.*

# FEATURED CASE STUDIES cont.



## Process Measurement

**Garry Lewicki**, Quality Systems Specialist, The Boeing Company

Learn to build a foundation for operational excellence through measuring performance, understanding strategy and continuously driving improvements.



## Developing Strategy-Focused Performance Measures

**Dr. Dean Spitzer**, Performance Management Thought Leader, IBM Almaden Research Center

Learn to integrate performance management and corporate strategy to create performance measures that truly reveal just how well your organization is executing strategy.



## Global Talent Management: Linking Global Talent Management to Succession Planning

**Dr. Ted Nouryan**, Director, Organization Effectiveness, Arrow Electronics

The global enterprise always needs the right people at the right place at the right time. Learn how Arrow Electronics is able align its workforce, ensure a pipeline of talent and maintain productivity across cultural and geographical lines.

## A New Model for Succession Planning and Talent Management

**Dr. David Hatch**, Former Vice President, IBM, Formerly of Organization and Development Management Group, PepsiCo

Today's dynamic, global world calls a new model for talent management; one based more on focused assessment of potential, talent pools, experience-based learning, and integration with other systems. This session discusses what successful companies have done, and how you can redesign your company's talent management system to build a stronger development culture and strengthen your company's talent bench strength.



## The Deadly Sins of Performance Measurement

**Carole J. Haney**, Quality Systems Specialist, The Boeing Company

Learn to avoid the biggest mistakes organizations make in measuring and assessing their business processes.

## Networking Reception:

*Relax after a long day of learning and join us Thursday evening for professional camaraderie. Kick back and network with fellow attendees and guests while enjoying the ambiance of the Hotel RIO. Sponsors and exhibitors will also be on hand to discuss the latest discoveries and innovative ideas for improving your organizations performance! This is a great way to get the Vegas night started*

# PRE-FORUM WORKSHOPS OVERVIEW

*On October 3, take advantage of an intimate learning experience by signing up for these comprehensive workshops.*

*These workshops are designed to give you a hands-on approach to the themes and subjects of the forum.*

## **Workshop A: Practical Performance Management – getting the value, and making it work.**

Performance Management is a wonderful tool to drive your organization's performance, align everyone around your business strategy and to win in the market place. It also can increase employee development, drive communication on important issues. All that being said, the practical question is getting everyone to buy-in to the process and use it. Design, training, and support are key elements that are often ignored, and complex and time consuming solutions to simple problems aren't the best solution.

## **Workshop B: Creating, Implementing and Managing the Balanced Scorecard**

Most organizations have a form of performance management or scorecard. However, in many cases, these scorecards and management systems are only used in specific divisions or silos in the organization. The Balanced Scorecard is a tool that aligns the entire organization to strategy through assessing organizational performance across four perspectives (financial, internal process, customer, learning/growth). In this workshop, you will learn to manage strategy through the Balanced Scorecard.

## **Workshop C: Initiative Management**

Organizations rely on initiatives as a source for driving change. However, many organizations do not approach or prioritize their initiatives with any analytical vigor. Through adopting a sound initiative management process, you can effectively prioritize initiatives and successfully execute them. In this workshop, you will learn the fundamentals of establishing a potent initiative management process.

## **Workshop D: Optimization and Business Process Management**

Within any organization, every task, transaction and deed is supported by a business process. Business processes make up the core of any functional enterprise. Many business make the mistake of improving processes through focusing on tools instead of the people that execute processes. In this workshop, you will learn how process management is about knowledge management and getting the best out of the people who drive the operations of the enterprise.

## **Workshop E: Enhancing Performance Reporting Capabilities**

Organizational executives crave information and data more than ever before. Information and data are needed to provide insight into making the tough decisions that drive the performance of the organization. Through analytics, organizations are able to maximize transparency, gain valuable insight into business processes, and drive agility. In this workshop, you will learn how to improve your performance reporting capabilities through analytics.

# REGISTRATION



## Hotel and Venue

The Global Performance Forum will be hosted at the Rio Suite Hotel and Casino in Las Vegas. A limited number of rooms have been reserved at the discounted rate of \$169.00. Make your reservations by calling 1-888-746-6955 (choose option #1 to reach suite reservations) and mention discount code SRPERF7.

Rio Suite Hotel and Casino  
3700 W. Flamingo Road  
Las Vegas, NV 89103



## Sponsorships and Exhibits

If your organization would like to sponsor or exhibit at the Global Performance Forum, please contact our account executive Luke Vinci at [luke.vinci@gimanagement.com](mailto:luke.vinci@gimanagement.com) or call us +1 (213) 291-8655.

## Group Discounts

There are special discounts available for groups of two or more. To find out more about discounts please contact our account executive Luke Vinci at [luke.vinci@gimanagement.com](mailto:luke.vinci@gimanagement.com) or call us at +1 (213) 291-8655.

## Event Tuition

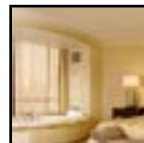
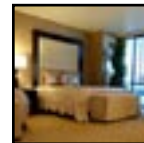
Early-Early Bird (before July 13th)..... \$1595 (US)  
Early Bird (between July 13th – August 15th)..... \$1795  
Regular Price (after August 15th)..... \$1995

There are also special prices for those in the public sector and the education field:

Public Sector / Gov't..... \$1495  
Colleges and Universities..... \$1395

Pre-Forum Workshops..... \$395 (each)

Call +1 (213) 291-8655, fax this form to +1 (213) 291-1667,  
Or visit [www.GIManagement.com](http://www.GIManagement.com)



## Registration Form for the 2007 Global Performance Forum\*

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Dept. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Workshops  yes  no

If so, please specify which one(s) \_\_\_\_\_

### Method of Payment:

Check  Credit Card

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

*Please call for group discount rates*

Do you have any dietary restrictions?

yes  no

If so, please specify (e.g. vegetarian, kosher) \_\_\_\_\_

Do you require any other accommodations that need special attention?

yes  no

If so, please specify (e.g. wheelchair accessibility)

\*please submit one form for each delegate attending