

The Performance Institute

October 1-2, 2012 / Washington, DC

Earn up to 12 CPE Credits!

Performance Measures II

INTERACTIVE WORKSHOP | Utilize Metrics that are Specific, Measurable, Accountable, Results-Oriented and Time Sensitive

ESTABLISH CLEARLY DEFINED END AND INTERMEDIATE OUTCOMES

Promote good management by using measures to monitor program performance

EXAMINE THE EFFICIENCY AND EFFECTIVENESS OF YOUR PROCESSES

Develop ideal measures for your organization that can be managed and applied

DEVELOP OBJECTIVE-BASED INTERMEDIATE MEASURES

Assess what drives your organization to achieve its goals with the information gathered between outcome and operational measures

In Association with:

ASMI American Strategic Management Institute

THOMPSON Insight you trust.

PerformanceInstitute.org/Measures

Dear Colleague,

Today, with major government challenges and legislative developments in the field of performance management, we see an unparalleled opportunity to more closely integrate analytics and better decision making. However, to improve federal programs, we also need to determine if we are obtaining the desired outputs and results aligned to the organization's goals.

Organizational heads are pushing managers to measure the difficult "areas" such as intelligence, defense, infrastructure, prevention strategies, science and technology along with many other government initiatives.

Spend two days working with our trainers and fellow participants to identify, draft and strengthen your performance measures. Learn to track measures that matter, and identify outputs and intermediate outcomes that ensure accountability and successful results.

Join us as we address the following objectives:

- ✓ **ESTABLISH** the context for a performance management system
- ✓ **IDENTIFY** a variety of measures that create a performance measurement framework that monitors results
- ✓ **DEVELOP** and review outcome, intermediate and operational measures associated with logic model components
- ✓ **UNDERSTAND** how to align and measure operations that produce results
- ✓ **SET** targets using baselines, best practices and industry standards

We look forward to seeing you there!

Sincerely,

The Performance Institute

Who Should Attend?

- ✓ Directors of Strategic Planning
- ✓ Performance Officers
- ✓ Program Managers
- ✓ Program Analysts
- ✓ Budget Officers
- ✓ Performance Analysts
- ✓ Program Evaluators
- ✓ Performance and Compliance Auditors

Agenda At-a-Glance:

DAY 1: Monday, October 1, 2012

8:30	Registration & Continental Breakfast
9:00	**Create the Context for Your Performance Management System**
11:00	**Develop a Measurement Framework**
12:00	Lunch Break
1:00	**Identify Outcome Measures to Support Your Goals**
2:30	**Apply Outcome Measures to the Logic Model**
4:00	Day 1 Adjourns

DAY 2: Tuesday, October 2, 2012

8:30	Registration & Continental Breakfast
9:30	**Write Meaningful Intermediate Measures to Assess Strategies**
10:30	**Apply Intermediate Measures to the Logic Model**
12:00	Lunch Break
1:00	**Align Operations with Outcomes and Strategies**
2:00	**Set Targets Based on Industry Benchmarks**
3:00	**Use Data for Decision Making and Resource Allocation**
4:00	Training Adjourns

DAY 1 Monday, October 1, 2012

8:30 Conference Registration & Continental Breakfast

9:00 Create the Context for Your Performance Management System

- Review the logic model methodology
- Use measures for establishing accountability and making decisions
- Identify the characteristics of good performance measurement systems

11:00 Develop a Measurement Framework

- Employ a family of measures to tell your story
- Differentiate performance through a variety of measures
- Establish systems and protocols to report the right information to the right audience

12:00 Lunch Break

1:00 Identify Outcome Measures to Support Your Goals

- Discover the measures that define results and assess the ultimate benefit to customers and stakeholders
- Use a series of simple questions as a means for evaluating the quality of your measures
- Pinpoint leading and lagging indicators

2:30 Apply Outcome Measures to the Logic Model

- Draft outcome measures based on logic model outcomes and goals
- Receive feedback and gather input from facilitators and other participants
- Adjust outcome measures as needed

4:00 Day 1 Adjourns

MEET THE TRAINERS

LOU O'BOYLE is an organizational development consultant working with government and non-profit organizations. The focus for all services provided is to improve performance and results while building the client's internal capacity. Prior to starting her own business in 2001, Lou had over 15 years of government experience. As a consultant, Lou has worked with many organizations in the areas of human capital planning, performance management, process improvement and the establishment of learning systems that support organizational goals. Lou holds a Bachelor's degree in Psychology from Virginia Commonwealth University and serves as the Chair of the Learning Council for the Alliance for Innovation.

KATHY KEELEY is a strategic solution designer in the public and private sector. She provides facilitation, consulting, training, and project design services to companies, nonprofit organizations and government entities. Keeley designed a youth development and apprenticeship program in South America for Caterpillar Rental Stores, the Make Mine A Million for American Express and has developed small business loan fund programs in 25 states. She is currently the design consultant for the Greenstone Group, an entrepreneurial development program in northeastern Minnesota. Keeley provides strategic planning facilitation services for government entities in large cities such as Washington, DC, Nashville, Long Beach, Pinal County, Chester County and others. She is the former Chief of Staff to the Mayor Minneapolis, the founder of WEDCO, the first loan fund for women owned businesses in the US and a designer of the Calvert Foundation for the mutual fund.

DAY 2 Tuesday, October 2, 2012

8:30 Conference Registration & Continental Breakfast

9:30 Write Meaningful Intermediate Measures to Assess Strategies

- Use leading indicators to facilitate course correction
- Align intermediate measures with outcome measures
- Ensure the organization has the ability to influence intermediate measures

10:30 Apply Intermediate Measures to the Logic Model

- Draft intermediate measures based on logic model strategies
- Receive feedback and gather input from facilitators and other participants
- Adjust outcome measures as needed

12:00 Lunch Break

1:00 Align Operations with Outcomes and Strategies

- Cascade measures to impact strategies and influence outcomes
- Rely on industry benchmarks to drive operational excellence
- Identify the type of measures that best reflect operational results

2:00 Set Targets Based on Industry Benchmarks

- Create targets for your chosen measures
- Establish timeframes for achieving results
- Use industry standards and best practices to set targets

3:00 Use Data for Decision Making and Resource Allocation

- Establish reporting protocols to share with your team
- Ensure data is readily available and accessible
- Manage and analyze data in a uniform and consistent manner

4:00 Training Adjourns



BECOME A

CERTIFIED GOVERNMENT PERFORMANCE MANAGER



To ensure professional success, you must continually expand your skills and education. The bar has been raised in government agencies and organizations and many government managers are now required to receive formal certification to stay up to date on the latest trends, best practices and mandates.

To address these needs, the Institute offers a Certificate in Government Performance Management. Completing a certification program is easy. Just attend three "core" courses and an additional three "elective" courses you select based on topics that meet your agency's unique needs. Upon successful completion, you will emerge from the Institute's certification program with a thorough understanding of all course concepts—and poised to apply what you l earned in a real and practical way.

ADVANCE YOUR CAREER

Education and professional certification are becoming necessary for promotion and requirements for coveted positions. In the Certified Government Performance Manager program, you will acquire the skills and tools to make you the lead performance management resource for your organization.

MEET NEW CERTIFICATION REQUIREMENTS

To hold a position as a performance manager in government, you must demonstrate compliance with new skills sets required by OMB and Congress. Receiving your certificate is one key way to demonstrate your skills.

CUSTOMIZE A PROGRAM TO FIT YOUR NEEDS

Working with Institute training managers, you can select courses that will have direct application and impact to your work.



FOR MORE INFORMATION ABOUT CERTIFICATION, please contact:
Chavonne Primus at 202.524.9601 or email her at Chavonne Primus@PerformanceInstitute.org



IN-HOUSE TRAINING & CUSTOMIZATION

One of the more popular vehicles for accessing the 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. While many training providers will offer you some variation of their standard training, The Performance Institute's subject matter experts will work with you and your team to examine your programs and determine your exact areas of need.

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
- Lean Six Sigma
- Performance-Based Contracting
- Administrative Management
- Performance Measurement
- Workforce Management
- Performance Reporting
- Leadership and Change
- Project Management
- Performance-Based Budgeting
- Program Evaluation

FOR MORE INFORMATION ABOUT IN-HOUSE TRAINING & CERTIFICATION OPTIONS,
please contact: Chris Kamal at 202-739-9619 or email him at Chris.Kamal@PerformanceInstitute.org

SPONSORSHIP OPPORTUNITIES

As a conference and training provider, PI is an expert in bringing together leaders to share and discuss best practices and innovations. We connect decision-makers with respected solutions providers. The Institute offers four different pre-designed sponsorship packages:

- Event Co-Sponsor
- Luncheon Sponsor
- Session Sponsor
- Exhibit Booth Sponsor

FOR MORE INFORMATION ABOUT EXHIBITING & SPONSORSHIP OPPORTUNITIES, please contact: Andrew Goodwin at 202-739-9707 or email him at Andrew.Goodwin@PerformanceInstitute.org

Venue & Hotel

VENUE

Performance Measures II will be held at The Performance Learning Center in Washington DC. The Learning Center is just a few blocks from the Gallery Place Chinatown metro which services the red, yellow and green lines. If you plan on driving, a public parking garage is located inside of the building. You can access the parking garage on K Street and the parking is $18.00 a day.

The Performance Institute Learning Center
901 New York Ave, NW, Washington, DC 20001
3rd Floor West Tower
202-524-8041

PLEASE NOTE: The building elevators do not allow delegates up into the Learning Center until 8:30am.

HOTEL

The Institute has secured a group rate discount at a surrounding hotel provider. Please contact customer service for the most up to date rate at **877-992-9522**.

TO REGISTER ONLINE: Click on the Venue and Hotel tab at www.PerformanceInstitute.org/Measures.

TUITION & GROUP DISCOUNTS

Tuition rates for **Performance Measures II**:

Pricing	Expires 8/10	Expires 9/7	Closing
Conference	$999	$1099	$1199

For more information on pricing and group discounts, contact:

Chavonne Primus at 202.524.9601 or Chavonne.Primus@PerformanceInstitute.org

EARN UP TO 12 CPE CREDITS!

Sponsor Organization Name and Sponsor ID Number:
Thompson Media Group 109435
Delivery Method: Group-live
Program Level: Basic
CPE Credits: 12
Prerequisites: None
Preparation: None

Thompson Media Group 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

CANCELLATIONS & QUALITY ASSURANCE

The Performance Institute (PI) 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:

The Performance Institute: 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. The Institute 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 PI decides to cancel this conference, PI accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors and guests.

- 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 by The Institute (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

CALL:
877-992-9521

FAX FORM TO:
866-234-0680

VISIT US ONLINE:
www.PerformanceInstitute.org/Measures

REGISTRATION FORM

☐ Yes! Register me for Performance Measures II

☐ Please call me. I am interested in a special group discount for my team

Delegate Information

Name _____ Title _____

Organization _____ Dept. _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Payment Information

☐ Check ☐ Purchase Order/Training Form ☐ Credit Card

Credit Card Number _____ Expiration Date _____ Verification no. _____

Name on Card _____

Billing Address _____ City _____ State _____ Zip _____

Please make checks payable to: The Performance Institute

CANCELLATION POLICY: The Performance Institute 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: _____

Priority Code: P978-WEB