

DECEMBER 13-15, 2010 | ARLINGTON, VA

Government Performance *Improvement Strategies*

**MEET YOUR AGENCY'S HIGH-PRIORITY GOALS WITH
STRATEGIC PLANNING AND MEASURED RESULTS**

**Earn up
to 21 CPE
Credits!**

Elevate the Role of Performance Management within Your Agency

Produce clearly defined end outcome goals and develop strategies to meet organizational objectives

Develop Performance Measures that Matter

Create effective performance measures that your team will actually use

Integrate High-Priority Goals with Your Organization's Strategic Plan

Cultivate a better understanding of the strategic planning process

Communicate Performance Information to Your Stakeholders

Ensure that performance data is accessible and utilized

In Association with:



 **THOMPSON**

*Master Proven Performance Management Techniques
and Lead the Performance Reviews in Your Agency*

www.PerformanceInstitute.org/Improvement



MONDAY, DECEMBER 13, 2010

Strategic Planning and Performance Management Updates

8:30
REGISTRATION AND CONTINENTAL BREAKFAST

9:00

Discuss the Recent OMB Performance Memo and High-Priority Goals

- Review the key initiatives that OMB has outlined for performance management
- Understand the importance of organizing regular meetings to monitor the progress of your high-priority goals
- Learn how to create better networks in and out of government to further expand performance initiatives

Connect Strategic Planning and Organizational Results

- Discover why traditional strategic planning processes often fall short of delivering results
- Identify the characteristics and requirements of successful strategic plans
- Review planning processes and implementation steps

Identify the Seven Strategic Elements of Results Oriented Agencies

- Establish clear linkages to provide a visible chain of evidence to current agency value
- Measure the importance and relative impact of agency strategies
- Clearly communicate agency priorities and goals to all stakeholders

12:00
LUNCH BREAK

1:00

Evaluate Strategy and Assess Stakeholder Involvement

- Conduct a SWOT analysis to analyze internal and external factors
- Solicit stakeholder input for your strategic planning process
- Identify all parties impacted by adopting new strategies and define a way to engage stakeholders

Conduct the Strategic Planning Process

- Develop results-oriented strategies to achieve departmental outcomes
- Develop statute-based mission statements and customer focused values
- Assess internal & external factors affecting agency's delivery of outcome

4:00
DAY ONE ADJOURNS

Reasons **TO ATTEND**

- **Examine** strategies to develop and meet your agency's high-priority goals
- **Learn** to utilize and make management decisions based on performance data
- **Communicate** performance information to taxpayers and Congress
- **Create** networks that will expand the success of your performance initiatives
- **Review** performance measures that best examine the progress of your programs



TUESDAY, DECEMBER 14, 2010

Continuation of Strategic Planning

8:30
CONTINENTAL BREAKFAST

9:00
Implement and Manage Strategic Plans: Best Practices in Government Strategic Planning

- Conduct an organizational readiness assessment to target barriers to change
- Define role for and appoint an external performance advisory panel
- Appoint initiative owners to keep strategic initiatives on track

12:00
LUNCH BREAK

1:00
Measure Performance for Results

- Understand why you should measure performance in your agency
- Implement the four criteria of effective performance measurements systems
- Illustrate the linkages between daily activities and outcomes

Identify Characteristics of Effective Performance Management Systems

- Understand the 8 critical success factors for effective performance management systems
- Increase data availability and make sure the data is readily accessible
- Manage and Analyze data in a uniform and consistent manner

4:00 DAY TWO ADJOURNS

Who SHOULD ATTEND

- Political Appointees
- Senior Executives
- Program Managers
- Human Capital Officers
- Management Analysts
- Budget Analysts
- Strategic Planners
- Branch Chiefs
- Accountants
- Auditors/OIG Personnel
- Financial Analysts
- Program Examiners
- Contract Officers
- Directors
- Deputy Directors

Measure what Matters: Defining Performance Measures

8:30
CONTINENTAL BREAKFAST

9:00

Understand Logic Models

- Define the relationship between outcomes, measures, activities, outputs and inputs
- Develop a framework and a process for planning, management and evaluation
- Provide a structure for understanding the situation that drives the need for an initiative

Identify Intermediate and End Outcomes

- Develop end outcomes that are grounded in mission and statute and that assess progress toward strategic goals
- Measure only the things you can count rather than things that are strategically important
- Use the SMART framework to develop effective outcomes

12:00
LUNCH BREAK

1:00

Develop Measures and Metrics

- Create meaningful measures useful for decision makers and other stakeholders
- Develop clear measures that tell your departments story
- Create relevant measures that do not become obsolete too early

Narrow Casting and Targeting

- Set targets for your chosen measures
- Establish desired results within a specific timeframe
- Understand the four attributes of a quality target

Manage through Measures

- Use measures to manage and motivate employees
- Manage your budget based on performance measures
- Develop performance-based statements of works to manage contracts

Communicate Your Measures to All Various Stakeholders

- Determine who is the audience or key audiences for your performance reports
- Identify what different needs must be met for different audiences
- Evaluate the tools available to best format and present performance information

4:00
TRAINING ADJOURNS



TRAINER BIOGRAPHY

Jon Desenberg — *Consulting Director, The Performance Institute*

As the Policy Director at The Performance Institute, Jon Desenberg is responsible for developing, structuring and implementing creative solutions for our client's organizational and workforce planning needs. Jon has led engagements in strategic, succession and human capital planning with both private and public organizations. His clients have included the US Department of Health and Human Services, the Department of Defense, The US Navy and Army, The Forest Service, NASA, The Department of Commerce, The Department of Treasury, The National Institutes of Health and more than 70 other state, local and Federal organizations. His recent work with the Federal intelligence community included several briefings to the U.S. House of Representatives Permanent Select Committee on Intelligence and working in an advisory capacity to the House Budget Committee.

Jon brings more than 19 years of public sector experience to his current position, specifically in the fields of performance management, strategic planning and knowledge management. As Managing Director, he successfully led the United States General Services Administration's (GSA) Performance Management program, which ultimately resulted in aligned goals and measures cascading to all 13,000 employees.

Jon began his career as a policy analyst and speech writer on Federal IT Issues. He contributed to the development of the Federal CIO Legislation and wrote for the Congressional Record and other publications on Federal technology policy. He was a Policy Analyst for GSA's Knowledge Management Program and co-chaired the Federal CIO Council Committee on Knowledge Management. Jon was awarded with several commendations for his Federal Service, including the Presidential Leadership Award in 2000.

Jon has authored articles in Washington Technology, Government Computer News and the Washington Post. He is co-author of the textbook, *Knowledge Management: A Foundation for E-Government*. He received a B.A. from The University of Michigan and a J.D from American University's Washington College of Law.

BECOME A

Certified Government Performance Manager

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 poised to apply what you learned in a real and practical way.

ADVANCE YOUR CAREER

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 proficiency with new skill 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 Chris Hicks at 202.739.9548 or email him at Chris.Hicks@PerformanceInstitute.org.



IN-HOUSE TRAINING

Government Performance Improvement Strategies

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. Whether you require training for your department or for an organization-wide initiative, the advanced learning methods employed by The Performance 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 Performance 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 Performance 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
- Performance-Based Budgeting
- Performance-Based Contracting
- Performance Reporting
- Program Evaluation
- Administrative Management
- Leadership and Change

For more information about in-house training options available to you, please contact **Jennifer Mueller** at 202-739-9619 or email her at Jennifer.Mueller@PerformanceInstitute.org.

LOGISTICS AND REGISTRATION

Government Performance Improvement Strategies

VENUE AND HOTEL

Government Performance Improvement Strategies will be held at The Performance Institute in Arlington, VA, just one block east of the Courthouse Metro stop on the Orange Line. A public parking garage is located just inside of the building.



The Performance Institute Training Center
1515 North Courthouse Rd., Suite 600
Arlington, VA 22201
877-992-9521

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of \$207. This rate is based on the Government Per Diem and is subject to change. Please call the hotel directly and reference code **“Government Performance Improvement Strategies”** when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.



Arlington Rosslyn Courtyard by Marriott
1533 Clarendon Blvd.
Arlington, VA 22209
Phone: 703-528-2222
Phone: 1-800-321-2211
www.courtyardarlingtonrosslyn.com

TUITION

The tuition rate for **Government Performance Improvement Strategies** is as follows:

OFFERINGS	EARLY BIRD RATE*	REGULAR RATE
Conference	\$899	\$999

* For the Early Bird Rate, register before October 25, 2010.

GROUP DISCOUNTS:

For more information on group discounts, please contact **Chris Hicks** at 202.739.9548 or email him at Chris.Hicks@PerformanceInstitute.org.

CPE CREDITS



DELIVERY METHOD: Group-live
PROGRAM LEVEL: Basic
PREREQUISITES: None
ADVANCED PREPARATION: None
CPE CREDITS: 21

The Performance Institute 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

The Performance Institute 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
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 Performance 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 The Performance Institute decides to cancel this conference, The Performance Institute 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 The Performance 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.



TO REGISTER:



ONLINE at
www.PerformanceInstitute.org/Improvement



VIA PHONE to
877-992-9521



VIA FAX to
866-234-0680

REGISTRATION FORM

- Yes! Register me for **Government Performance Improvement Strategies**
 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 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

Signature	Date
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PRIORITY CODE: P803-WEB



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