

"As for the programs we do need, I will make them work better and cost less. I will create a **High-Performance Team** that evaluates every agency and every office based on how well they're serving the American taxpayer."

- President Barack Obama

**Back By Popular Demand...The 24th National Updated Forum From
The Advanced Learning Institute's Acclaimed
FEDERAL, STATE, & LOCAL Government Executive Training Series On...**



Rave Review from a Past A.L.I. Performance Measurement for Government Conference Attendee:

"The case study presentations were invaluable to see areas which you can adapt to your environment and areas that you want to stay away from...Several presentations gave me a bar against which we can measure ourselves and strive for on the process of budget, performance and strategic planning."

T. Haight, Program Director, Budget and Performance
FEDERAL AVIATION ADMINISTRATION, AERO CENTER

***** Register by February 19th To Save \$400! *****
To Register, Call (888) 362-7400 -or- (773) 695-9400
Register 3, get a 4th Free! - Bring Your Performance Measurement & Management Team!
or register online at www.aliconferences.com

KEY TAKE AWAYS:

Attend this conference to learn how to build a high-performing program to ensure innovative, efficient government, including:

- **Understanding** the inner-workings and best methods for your performance measurement initiatives
- **Transforming** your day-to-day operations to make them more citizen-centered and results-oriented
- **Cascading** measurement processes down throughout all levels of your agency to ensure everyday, bottom-line management
- **Adopting** current performance measurement practices to the new Administration's Performance Framework
- **Using** social media and Web 2.0 tools for program management
- **Allocating** and justifying budget funds by developing mission-aligned business cases
- **Integrating** performance-based budgeting into your organization
- **Providing** transparency and accountability to citizens
- **Linking** reward and recognition programs with organizational performance measures to ensure

SPEAKING ORGANIZATIONS:

Hear from these leading agency representatives and experts what it takes to make performance measurement an integral part of your strategic planning process and advance your efforts to the next level, with practical lessons learned from:

- Government Accountability Office**
- City of Centennial, Colorado**
- U.S. Department of the Interior**
- Centers for Disease Control and Prevention**
- County of San Diego, California**
- Federal Consulting Group**
- Capitol Region Council of Governments**
- SAS**
- County of Santa Clara, California**
- Association of Government Accountants**

agency-wide ownership

- **Fostering** mission-focused employee behavior and culture to support the measurement framework
- **Analyzing**, integrating, and evaluating the effects of using performance measures for budgeting, management, and reporting
- **Presenting** performance information to citizens in compelling, useful ways
- **Improving** your quality of work and client satisfaction through performance measures
- **Utilizing** the balanced scorecard to streamline your measurement process
- **Establishing** the keys to a successful performance measurement program - leadership, cooperation between the branches of government, communication across government, and training
- **Aligning** employees and business processes to strategic goals and objectives
- **Integrating** elements of strategy, budget and performance management into one centrally-managed system
- **Driving** change in your organization culture to focus on performance

John R. Allen Management Consulting

OhMyGov, Inc.

Dalton Alliances, Inc.



Supporting Organizations:



Presented by:



Your Government Training Partner Since 1997

Participate In The Conference Wiki!

All conference attendees will be invited to expand their network and continue the conversation in the conference wiki – a social networking tool you will be able to use for collaboration and keeping in touch with fellow conference attendees!

WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies are making dramatic strides in developing approaches and systems that work for them in their performance measurement efforts. The periodic sharing of these experiences and "best practices" is an important element of this government evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

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MAXIMIZE YOUR TRAINING!

Choose From Two How-To, Hands-On Workshops For Ultimate Value & Learning!

Sign up for your choice of these highly-interactive workshops:

- **Post-Conference Morning Workshop C –**

Friday, April 9, 2010: 8:30 a.m. – 11:30 a.m.:

Performance Measurement: How To Do It, How To Use It

- **Post-Conference Afternoon Workshop D –**

Friday, April 9, 2010: 12:30 p.m. – 3:30 p.m.:

How To Develop Evidence-Based Performance Measures:

Customizing Performance Expectations And Attaining Measurable Outcomes For Your Agency

WHO WILL ATTEND:

This conference has been researched with and designed for FEDERAL, STATE & LOCAL GOVERNMENT Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff, Assistants & Consultants involved in:

- Performance Measurement
- Strategic Planning
- Budgeting
- Quality Management
- Financial Planning
- Information Services & Systems
- Auditing
- Administration
- Organizational Development
- Human Resources
- Compensation & Rewards
- Strategic Analysis
- Program Analysis
- Human Resources
- Business Planning
- Business Transformation
- Program Management
- Customer Service & Satisfaction
- Evaluation
- Reporting
- Change Management
- Program Assessment
- Operations
- Business Process Reengineering
- Accounting
- Leadership Systems
- Quality & Reinvention
- Contracting
- Communications
- Procurement, Purchasing & Acquisition
- Staffing & Training

... And all those interested in performance measurement, strategic planning and improving the effectiveness of government programs in their agencies.

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are serious about building a high-performing government agency that delivers program results. You will benefit from:

1. **15 innovative speakers** at your disposal to share their strategies and experiences in performance measurement fundamentals that are already proven to work
2. **Over 19 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
3. **The opportunity to customize your learning** by participating in two days of unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization - go to www.aliconferences.com for more details

4. **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
5. **A comprehensive overview of performance measurement strategies and processes** from leading practitioners like the **Centers for Disease Control and Prevention, Capitol Region Council of Governments, County of Santa Clara, California** and many more
6. **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
7. **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
8. **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
9. **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
10. **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading performance measurement initiatives that will ground you in advancing your own strategy
11. **The opportunity to learn how** to use performance measurement to enhance transparency and accountability from leading government agencies and organizations

A LETTER FROM THE CONFERENCE CHAIRPERSON...

Dear Government Professional:

Insight, improvement and innovation all require an understanding of performance. Measurement and analysis are fundamental to a high-performing organization. Performance measurement and evaluation informs all phases of operations, including planning, budget, implementation, and feedback. Using performance measures to track past performance and forecast future outcomes is critical to success. Performance measurement helps to clarify people's responsibilities, forms a sound, logical basis upon which to allocate resources, and ensures a results-oriented focus for the entire organization.

When you attend "Performance Measurement for Government," this April in Washington, DC, you will explore and discuss best practices in managing for results, using metrics for improvement, and integrating performance measures and planning and budget processes, so that your organization can ensure it's on the path to excellence.



U.S. Department
of the Interior

WHY CAN'T YOU MISS THIS CRITICAL CONFERENCE?

Measurement and analysis is the way an organization aligns its operations with its strategic objectives. When your strategic efforts are aligned with your measurement processes and budget, your organization's success in producing results your customers care about increases. Using measures to help you focus on process improvement, program innovation and people involvement is challenging, but well worth the effort. Without measurement, you cannot effectively replicate your success or correct mistakes you may not even know you are making. **Achieving greater effectiveness and efficiency in a transparent manner shows taxpayers what they are getting for their money.**

Increasingly, the public is calling for greater government accountability. **It is crucial you learn how to stay on track and link performance to resources and customer-focused results. Agencies that have developed good performance measures have a greater chance of showing how much "bang for the buck" they can get.**

HOW WILL THIS CONFERENCE HELP YOU & YOUR AGENCY?

Attend the "Performance Measurement For Government: How To Enhance Transparency And Accountability To Deliver Program Results" conference and don't be left behind. At this conference, you will hear proven strategies and practical experience, firsthand, from leading agencies and practitioners like yourself, on how to improve your management

initiatives and learn best practices in using performance measures to drive improvements in organizational performance, including how the:

- **U.S. Department of the Interior** integrates performance measurement and program evaluation
- **City of Centennial, Colorado** uses performance metrics as a monthly management tool, as opposed to a statistic that gathers dust on a shelf
- **County of San Diego, California's** General Management System (GMS) has helped them successfully navigate difficult economic times and growing customer demands

Register today to join your colleagues for 4 days of education, practical advice, inspiration and networking. Call our conference hotline, toll free, at 1-888-362-7400 to reserve your space or register at www.aliconferences.com.

If you lead your agency, plan for your agency, implement programs, or are charged with the task of monitoring your organization's progress toward developing an integrated performance measurement and budget process, then this is an event you can't miss! I look forward to welcoming you to this unique benchmarking forum this April.

Sincerely,

Ted Kniker, Director of Consulting Services
FEDERAL CONSULTING GROUP
Conference Chairperson

P.S. Reserve your spot today to learn how you and your team can better manage your performance measurement efforts that result in greater accountability and program results. Register 3 people and get the 4th for FREE! For more information, go to www.aliconferences.com or call (888) 362-7400.

RAVE REVIEWS FROM PAST "PERFORMANCE MEASUREMENT" CONFERENCE ATTENDEES:

"The best part of the conference was that it allowed me to focus purely on strategic planning and performance measures."

J. Proctor, Deputy Commandant
U.S. Army Intelligence Center

"I felt that all presenters were well prepared and provided insights and ideas that I will use."

L. Ogden, Program Analyst
U.S. Environmental Protection Agency

"Every level of government should have the benefit of this quality training."

V. Young, Supervisory Community Supervision Officer
Court Services and Offender Supervision Agency

"This was extremely helpful and on the fringes of excellent. I learned a lot!"

K. Coleman, Planner
Office of Commercial Space Transportation, Federal Aviation Administration

"Range of subjects was good. Some new ideas for me, some repeat info; all was good. Speakers were knowledgeable of their subject matter, interesting and value-adding."

L. Berry, Management Analyst
U.S. Army

"Very well organized and fantastic content."

J. Werth, Performance Management Coordinator, Health & Human Services Agency
County of San Diego, CA

"All topics were relative to my learning goals for this conference."

L. Hatley, Planning Manager, Performance and Measures
Federal Aviation Administration, Regions and Center Operations

"A great mixture of Federal, State and private sector speakers."
B. Engelbrecht, Deputy Director, Office of Emergency Management
U.S. General Services Administration

"I have attended other performance measurement conferences in which promises were not met.
I now see clearly the strategies & tactical uses of performance measurement. Thank you very much."
R. Gamble, IT Business Planner
U.S. Coast Guard

"This is Top Notch - Best in Class - Best I've been to!"
M. Pitt, Chief Innovation
U.S. Air Force Office of Special Investigation

"Good format.... Nice opening pitch to set the stage.
Speed networking, lunches and dining together were a nice touch beyond the usual."
K. Kerns, Director, Business Transformation
U.S. Army Forces Command

"Overall, this was an excellent conference. Great speakers and very informative."
L. Bransford, Chief, Staffing & Training
U.S. Department of Defense

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AGENDA - DAY 1: Wednesday, April 7, 2010

8:00 a.m.
Registration & Continental Breakfast

8:30 a.m.
Chairperson's Welcome & Opening Remarks

Ted Kniker, Director of Consulting Services
FEDERAL CONSULTING GROUP

8:45 a.m.



How To Engage Citizens As Partners In Performance Measurement And Drive Public Service Improvement

Performance measurement efforts can be strengthened and better sustained by actively engaging citizens as partners in the vision, strategy, implementation and evaluation cycle.

In this presentation, you will learn about the:

- Five active roles for citizens as partners in performance measurement
- Avenues for putting these roles into practice
- Recent learning on community results compacts
- Community balanced scorecards and how they are shared

The potential for Web 2.0 tools to complement this process with online feedback systems to government will also be explored in specific public service settings.

Lyle Wray, Executive Director
CAPITOL REGION COUNCIL OF GOVERNMENTS

9:40 a.m.



Break-Out Blitz!
Network And Discuss Performance Measurement Challenges With Your Fellow Conference Attendees

This session will open the conversation by connecting you with other conference participants and will help you gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

10:10 a.m.



Morning Refreshment & Networking Break

10:40 a.m.



CASE STUDY

Using Performance Information To Drive Decision Making And Create A More Results-Oriented Management Culture

The Government Accountability Office's periodic surveys on performance and management issues since 1997 have indicated that federal managers today have significantly more performance information available for the programs they manage than they did 10 years ago. However, on the whole, federal managers have shown little or no progress in increasing their use of performance information to manage for results, while some agencies have reported significant improvements, others remain unchanged.

In this session, you will learn:

- How managers can make greater use of performance information to improve results (including, for example, taking corrective actions, informing budget decisions, recognizing individual performance)
- Key practices agencies have employed to make performance information more useful and used and to create a more results-oriented management culture

Elizabeth Curda, Assistant Director
Laura Craig, Senior Analyst
GOVERNMENT ACCOUNTABILITY OFFICE

11:35 a.m.



SPECIAL PRESENTATION

Measuring And Managing Performance In The Public Sector

Public sector organizations at all levels and of all types are facing intense pressure to do more with less. Federal, national, provincial, state, county, municipal, and local governments in almost all the countries in the world are feeling some sort of fiscal squeeze. Pressures on governments around the world are forcing them to adopt "performance management" – a focus on accountability for outputs and outcomes, rather, cries for higher inputs (i.e., more budget funding and employees).

Performance management integrates multiple methodologies such as balanced scorecards, strategy maps, budgets, activity-based cost management (ABC/M), forecasts, and resource capacity planning. Are these fashionable fads or

relevant solutions? Performance management has been hailed as the new salvation for aligning an organization's resources with its strategy to drive individual action. How widely accepted is the concept in government or in business?

The message to government is: better, faster, cheaper – hold the line on taxes but don't let service slip. The imperative on governments for improved cost and yield management, planning, and budgeting can be met by enhancing cost accounting information. Fact-based data, robust analytics, accurate forecasts, and trade-off (what-if scenarios) are essential for strategy formulation, privatization and outsourcing studies, fee-based cost recovery systems, and competitive bidding.

This presentation will go in-depth about the benefits and lessons learned in implementing performance management in government, including additional insight about how:

- Performance management can make 'strategy' a priority for all employees
- ABC/M provides not only *accurately traced calculated costs* (relative to arbitrary allocations), but more importantly, provides cost transparency back to the work processes and consumed resources, and what drivers cause work activities
- Strategy maps and balanced scorecards communicate strategic objectives to employee teams
- Key performance indicators (KPIs) are correctly selected
- Processes and consumed resources function
- Performance measurement scorecards and ABM information are integrated with process-based thinking and operational improvement (e.g., Six Sigma, supply chain management)

This session will also discuss the lessons learned about pitfalls and mistakes in implementing these managerial methodologies.

Gary Cokins, Strategist
SAS

12:30 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing performance measurement concerns.

2:00 p.m.



Revolution? The Evolution Of Performance Metrics In A Contract-Based City... A Work-In-Progress

The City of Centennial (population 103,000) was incorporated in 2001 as a contract-based, virtual city. As the largest incorporation of a municipality in American history, Centennial has emerged as a leader in the new trend of contract-based city services.

Based on performance metrics, Centennial's unique approach to providing municipal services provides a model of accountability. In this session, you will learn how to:

- 'Engage and excite' elected-officials and constituents, regarding the use of performance metrics
- Incorporate performance metrics into contracted services
- Use performance metrics as a monthly management tool, as opposed to a statistic that gathers dust on a shelf
- Apply performance measurements as the ultimate provider of accountability and transparency to constituents

Todd Miller, City Council Member
CITY OF CENTENNIAL, COLORADO

2:55 p.m.



Afternoon Refreshment & Networking Break

3:10 p.m.



CASE STUDY

How To Transform Your Organization With A Performance Management And Monitoring System That Fosters Continuous Improvement

The County of San Diego is distinguished by a business model and a strong management discipline called its General Management System (GMS). This system has won national and state accolades and has helped the County successfully navigate difficult economic times and growing customer demands. While the County faces the same deteriorating revenue picture as other agencies due to the recession, it continues to enjoy excellent credit ratings validating its fiscal stability and strong management practices.

Because of the accelerated pace of change in our world, the swift evolution and public embrace of social media, and the call for greater transparency in public services and government activities, the County of San Diego pushed the GMS to the next level.

This presentation will highlight critical success factors in this organizational transformation, including:

- Executive level willingness to embrace change, new technology and the goal of more transparent government
- The key role of the Strategic Planning Support Team, comprised of performance leaders from each of the five business groups, in communicating strategic vision, expectations for performance results and the need for continuous improvement throughout the organization
- Maintaining the strict discipline of the GMS, a closed-loop of five overlapping elements that connects strategic planning to operational planning and a targeted performance management and monitoring system
- Phased roll-out of GMS 2.0 in FY 2008-09, and then GMS 2.1 and beyond, challenging all employees to identify significant changes taking place in the community, economy and world around them and the new skills they may need to do their jobs well

Nicole Temple, CAO Staff Officer, Finance and General Government Group
COUNTY OF SAN DIEGO, CALIFORNIA

4:05 p.m.



CASE STUDY

Implementing A Strategic Portfolio And Performance Management Initiative: How To Chart Progress, Increase Collaboration, Educate Staff And Ensure Success

The National Center for Health Marketing (NCHM), a division within the U.S. Centers for Disease Control and Prevention, identified center-wide goals through an extensive stakeholder process in 2007. After only three years in existence, NCHM has established objectives and targets in programmatic areas that align with these organizational goals. In order to meet these targets and share the value and impact of its efforts, NCHM has implemented the Strategic Portfolio and Performance Management (SPPM) initiative.

SPPM includes the tracking and evaluation of center-wide progress in the areas of Performance Measurement, Portfolio Management and Project Management, which are complemented by an enterprise SharePoint system. Managed by the NCHM Office of Director (Executive Team), SPPM has grown to encompass a broader range of management activities that are necessary for efficient organizational practices.

This session will provide you with an in-depth look at the establishment and maintenance of the SPPM practices, and how this initiative has been a great organizational asset to NCHM. In addition, specific branding and promotion efforts for SPPM to educate staff on their role in supporting center-wide progress towards its goals will also be discussed.

You'll see how SPPM provided clarity of purpose, accountability and a way to measure the work completed in NCHM and learn how your agency can use these practices to:

- Continually improve your programs and services
- Demonstrate your progress
- Increase collaboration
- Encourage organizational growth and advancement

Monica Ponder, MS, MSPH, Health Communications Specialist, National Center for Health Marketing
CENTERS FOR DISEASE CONTROL AND PREVENTION

5:00 p.m.
End Of Day One

5:10 p.m.



Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m.



Dine Around

Sign up during the day for dinner with a group. Take advantage of Washington, DC's fine dining while you continue to network with your colleagues.

AGENDA - DAY 2: Thursday, April 8, 2010

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSON'S ADDRESS

**Chairperson's Opening Of Day Two & Presentation:
How To Survive And Thrive Using Both Performance Measurement And Program Evaluation To Adapt
To The New Administration's Performance Framework**

Every government agency is required to create and use a set of performance measures, but how can you be sure your agency is measuring the right things? This session will teach you how you can integrate performance measurement and program evaluation. What are the questions your agency's program evaluation department must answer to help you gather tools to choose the right program evaluation model for your government program?

This informative and entertaining session will provide you with information on:

- Why and how to use both performance measurement and evaluation
- What are the things successful executives need to know and do to promote the effective use of performance measurement and evaluation
- A framework for measuring the intangibles and the "squishy" outcomes
- How several agencies have improved this evaluation and performance measurement capacity
- How to adapt current practices to the new Administration's Performance Framework

Ted Kniker, Director of Consulting Services
FEDERAL CONSULTING GROUP

9:35 a.m.



Morning Refreshment & Networking Break

10:05 a.m.



CASE STUDY

Demystifying Social Media: Why It Is Relevant For The Public Sector And Useful For Program Management

In today's high tech world, government workers are being pushed from all directions to be more responsive and transparent in their dealings with the public. The trend undoubtedly stems from a growing awareness of social media tools and their usefulness in both private and public sector organizations. But many managers are still wondering just what social media is and how these tools are relevant for public employees.

This session will provide you with an overview of social media and its utility in public sector activities. Specifically, this session will teach you:

- Why social media is worth the hype
- Major and niche social media platforms – including Twitter, Facebook and wikis
- Novel ways for using social media to increase transparency and engagement
- Web 2.0 tools for program management
- Social platforms for driving efficiency

Andrew B. Einhorn, CEO & Cofounder
OHMYGOV, INC.

11:00 a.m.



CASE STUDY

Making Performance Information More Useful For Assessment And Accountability Across A Widely-Dispersed, Large Agency

In order to promote the further use of performance information throughout an organization, to improve decision making and accountability, it is important to recognize the different types of performance that are being measured, the different needs for performance information across the levels of management, and how to effectively manage across these different types of information. The practices and experiences of the U.S. Department of the Interior, with 9 bureaus, 2400 field locations, and responsibility for 20% of the area across the nation will be discussed as examples of the effectiveness of these practices in promoting the use of performance information.

In particular, you will learn how to make performance information more useful to help improve decision making and effectiveness through:

- Better understanding of the different levels of performance measurement, and how to use them more effectively across a large organization
- Tracking trends in performance and corresponding funding investment
- Making performance information more relevant to executives and thereby promoting its further use throughout the organization
- Producing an agency-wide performance assessment that is more readily understandable by the public

Dr. Richard Beck, Director, Office of Planning and Performance Management, Policy, Management and Budget
U.S. DEPARTMENT OF THE INTERIOR

11:55 a.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing performance measurement concerns.

1:25 p.m.



Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your performance measurement challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own performance measurement initiatives.

2:20 p.m.



Citizen-Centric Reporting: Making Government Accountable To Its Citizens

The Association of Government Accountants (AGA) is a non-profit association comprised of over 15,000 government financial management professionals nationwide representing federal, state and local governments. To meet AGA's vision of advancing government accountability, AGA has created the Citizen Centric Reporting (CCR) initiative. This initiative is intended to foster innovative means of communication between governments and their citizenry. The report is designed to provide meaningful and understandable information about the financial condition and performance of the government to its citizens, that answers the question, "Are we better off today than we were last year?"

In this session, you will learn how to use citizen-centric reporting to demonstrate the outcomes you are achieving to your stakeholders. Content guidelines will be discussed, as well as lessons on how you can create your own report. A state and local government will be featured; and, a highlighted report will be from a township fire department that wanted to tell its story to the citizens in a brief but candid document.

Eveanna Barry, MS, Director of Performance Reporting
ASSOCIATION OF GOVERNMENT ACCOUNTANTS

3:15 p.m.



Afternoon Refreshment & Networking Break

3:35 p.m.



Weathering The Economy Without Sacrificing Customer Service Or Performance Management

The current fiscal crisis sweeping the nation has cut deeply into the budgets and staffing levels for critical government programs, while at the same time, the demand for services have increased exponentially. In this session, Silicon Valley's County Assessor will discuss why customer service and performance management are critical components for not only managing limited resources, but excelling during the "Great Recession."

Santa Clara County, California, has spent the past 15 years tying together performance measurement and management, technology and customer service to provide a model for excellence during these extraordinary times. Responsible for assessing the values of nearly half a million parcels with an assessed value in excess of \$303 billion, the County has had to manage an increase in demand for assessment reductions (in 2009 the office reduced the values of nearly 100,000 homes) despite deep staffing cuts due to California's dire fiscal crisis.

Through this case study, the Assessor will share lessons learned and specific examples of how the development and integration of technology, customer service and performance management over the past 15 years has prepared the Office for this challenge. Specifically, you will learn strategies and specific examples for:

- Integrating customer service, technology and performance management in the staff culture to achieve efficiencies and prioritize limited resources
- Applying customer service tools and performance management to not only streamline existing processes, but cope with unplanned crises
- Using these tools to earn the support of other elected officials responsible for setting government budgets

Larry Stone, Assessor

COUNTY OF SANTA CLARA, CALIFORNIA

4:30 p.m.

Chairperson's Recap: Key Takeaways & What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

Ted Kniker, Director of Consulting Services

FEDERAL CONSULTING GROUP

4:40 p.m.

Close Of General Sessions

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POST-CONFERENCE WORKSHOPS: Friday, April 9, 2010

INTERACTIVE POST-CONFERENCE WORKSHOPS

These interactive workshops are designed to take your conference experience to the next level. Post-conference workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, practical, hands-on sessions. Space is limited to ensure interactivity!

Choose the morning or afternoon workshop or BOTH for Maximum Value & Learning

8:30 a.m. to 11:30 a.m.

MORNING POST-CONFERENCE WORKSHOP C

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

Performance Measurement: How To Do It, How To Use It

What gets measured, gets done. A sound performance measurement system drives government in a positive direction. It strengthens accountability to elected officials, it demonstrates value for money to taxpayers, and it reinforces and supports modern planning and quality assurance processes. Most importantly, performance measurement is instrumental in improving government performance at the customer, operational and strategic policy levels.

This workshop provides a simple, step-by-step guide to developing meaningful and useful performance measures for government. What is more, it focuses on the use of performance measurement in reporting, decision making, and improving services. This is an intensive, interactive workshop with many examples and case studies from a variety of government agencies. It is guaranteed to jumpstart your understanding of performance measurement and to enhance your conference experience.

You will learn:

How to develop performance measures, by:

- Defining the program mission
- Identifying and classifying program results
- Selecting performance indicators

How to use performance measures to achieve strategic goals and objectives, through:

- Performance planning and reporting
- Linking performance measures to a variety of management processes
- Applying simple, analytical techniques

WORKSHOP LEADER: John R. Allen is a Management Consultant from Toronto with 30 years experience in government performance measurement. He has served governments at all levels in both the United States and Canada, including the U.S. Department of Energy, the States of Oklahoma, Nevada, and Wisconsin, the Cities of Seattle and Toronto, along with Montgomery County, MD, and many others.

Testimonials From Past John Allen Sessions:

"Great jump start to the conference."

"Helpful ideas for developing and linking performance measures! Thanks!"

"John is very knowledgeable and interacts well with the workshop participants. I appreciated the application of performance measurement concepts to government. Great job!"

"Thank you!! Excellent presentation and speaker. The handouts were great."

"John was an excellent presenter. He expertly used his experience/knowledge to help participants understand the power of performance measurements."

11:30 a.m. to 12:30 p.m.

Lunch On Your Own

12:30 p.m. to 3:30 p.m.

AFTERNOON POST-CONFERENCE WORKSHOP D

How To Develop Evidence-Based Performance Measures:

Customizing Performance Expectations And Attaining Measurable Outcomes For Your Agency

How is performance measured in your organization? Based on friendship, politics or gossip? Based on the most recent complaint? Based on a gut feeling or on outdated traditions?

What if there was a way to manage the structural, behavioral and procedural components of performance that could both improve outcomes *and* ease their achievement?

There IS such a way. It's called evidence-based performance measures and it's a way of managing based on measures that have been customized to the documented, specific needs of your operation. You'll learn the 5 mistakes typically made in the construction of performance expectations, and solutions for each, so you can achieve the following outcomes through the performance management process, including:

- Clear expectations of performance
- Objective assessment of performance
- Ability to track progress throughout the review period
- A culture of accountability

The result? *Proof of performance or the absence thereof.* In this hands-on workshop, you will be actively involved in articulating your organization's expectations in a way that rallies performance around measurable outcomes. You will leave with a greater ability to execute priority organizational initiatives sooner and more smoothly within your organization.

Finally, you will learn how to craft customized performance expectations using evidence based performance measures. Doing so will help ensure that expectations within and among reporting relationships are both measurable and aligned.

WORKSHOP LEADER: Francie Dalton, CMC, President, Dalton Alliances, Inc., specializes in the communication, behavioral and management sciences. She works with organizations that want to bridge the gaps between where they are and where they want to be to increase profits and productivity. Francie's work in the area of leadership development has been featured in *Harvard Management Update, CEO Magazine, Investors Business Daily, American Way Magazine, The New York Post, MSN Money, NY Times,* and more. She has been a regular columnist for the Washington Business Journal on issues of leadership, and has appeared on *CNN Financial News Network*, where she was interviewed about her work in the areas of leadership and performance measures.

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The Center brings more than 20 years experience to its work with federal managers. It provides both standardized training that prepares persons for the Senior Executive Service, and customized training to address specific training needs for a variety of managerial and supervisory levels. Open enrollment programs are currently offered in the areas of Senior Executive Development aimed at those interested in the Senior Executive Service, Executive Communication, Advanced Leadership, and Negotiation skills.

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ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Doubletree Hotel Washington DC-Crystal City

300 Army Navy Drive

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Phone: 703-416-4100 or 888-222-8733

http://doubletree1.hilton.com/en_US/dt/hotel/DCAAEDT-Doubletree-Hotel-Washington-DC-Crystal-City-Virginia/index.do

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been reserved at the government per diem rate of \$226/night. Please call the hotel no later than March 25, 2010 to ensure this rate** and mention Group "ALI." We recommend that reservations be made early as rates are subject to availability.

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Conference Only (April 7 th & 8 th)	\$1,299	\$1,699
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