

Back By Popular Demand...The 27th Forum
From The Advanced Learning Institute's Acclaimed
Executive Training Series For Federal, Provincial & Municipal Government ...



**RESULTS-BASED Management
for Government**
How To Link Performance Measures, Program Evaluation,
Strategic Planning & Budgeting Into An Integrated Management System
December 1 - 4, 2009 • Ottawa

**Rave Review from a June 2009
Results-Based Management for Government Conference Attendee:**

"The conference had a great cross-section of speakers."
J. Budnark, Registrar

IMMIGRATION AND REFUGEE BOARD OF CANADA

***** Register by October 16th To Save \$400! *****
Save 25% -- Register a Team of 4 or More!
To Register, Call (773) 695-9400

REGISTER TODAY!

www.aliconferences.com

Phone: (773) 695-9400 • Fax: (773) 695-9403

Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL, USA 60631

KEY TAKE AWAYS:

Attend this conference to learn how to integrate performance measures, program evaluation, strategic planning and budgeting into a results-based management system to ensure accountable, innovative, efficient and effective 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-centred and results-oriented
- **Cascading** measurement processes down throughout all levels of your organization to ensure everyday, bottom-line management
- **Allocating and justifying** budget funds by developing mission-aligned business cases
- **Integrating** elements of strategy, budget and performance management into one centrally-managed system
- **Standardizing** your measurement systems to ensure data validity
- **Fostering** mission-focused employee behaviour and culture to support the measurement framework
- **Analyzing, integrating, and evaluating** the use of

SPEAKING ORGANIZATIONS:

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

**Human Resources and Skills Development
Canada**

Ontario Ministry of Government Services

**Centers for Disease Control and Prevention
(CDC)**

Service Canada

**Ontario Ministry of Economic Development
and Trade**

New York State Workers' Compensation Board

Health Canada

performance measures for budgeting, management, and reporting

- **Developing** a set of methods for communicating performance measurements
- **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
- **Providing** transparency to citizens

Presented by:



Your Government Training Partner Since 1997

Government of the Northwest Territories

Canadian International Development Agency

John R. Allen Management Consulting

Deloitte

SAP BusinessObjects

Weidner, Inc.



FROM THE TREASURY BOARD OF CANADA...

"...delivering increased accountability in Ottawa and a more open and transparent government for all Canadians."
– **The Honourable Vic Toweles, President, Treasury Board**

"Accountability is the foundation on which Canada's system of responsible government rests. It is key to assuring Parliament and Canadians that the Government of Canada is using public resources efficiently and effectively, and that it answers for its actions." – **The Honourable John Baird, past President, Treasury Board**

WHY IS THIS A CAN'T-MISS EVENT?

Several government entities are making dramatic strides in developing approaches and systems that work for them. 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." Join your colleagues now to learn how to improve government results by measuring government performance.

MAXIMIZE YOUR TRAINING!

Choose From Three Workshops For Ultimate Value And Learning!

Sign up for your choice of these interactive, hands-on workshops to focus on your individual needs:

• **Pre-Conference Full-Day Workshop A –**

Tuesday, December 1, 2009, 10:00 a.m. – 5:00 p.m.:
Performance Measurement 101: How To Do It, How To Use It

• **Post-Conference Morning Half-Day Workshop B –**

Friday, December 4, 2009, 8:30 a.m. – 11:30 a.m.:
How To Leverage Technology To Manage And Report Performance Information

• **Post-Conference Afternoon Half-Day Workshop C –**

Friday, December 4, 2009, 12:30 pm. – 3:30 p.m.:
How To Implement A Management Framework, Linking Strategy And Execution, To Align Policy And Deliver Results

WHO WILL ATTEND:

This conference has been researched with and designed for **FEDERAL, PROVINCIAL, AND MUNICIPAL** Government Executives, Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff & 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 Management
- Evaluation
- Reporting
- Change Management
- Operations
- Business Process Reengineering
- Customer Service & Satisfaction
- Accounting
- Leadership Systems
- Quality & Reinvention
- Contracting
- Communications
- Procurement, Purchasing & Acquisition

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

A Few Of Our Past Attendees Include Representatives From These Leading Canadian Organizations:

- Agriculture & Agri-Food Canada
- Alberta Environment
- Atomic Energy of Canada
- British Columbia Ministry of Children and Family Development
- Calgary Airport Authority
- Canada Post
- Canadian Food Inspection Agency
- Canadian Heritage
- Canadian Intellectual Property
- City of Calgary
- City of Victoria
- Correctional Services Canada
- Department of Canadian Heritage
- Government of Manitoba
- Government of Newfoundland & Labrador
- Health Canada
- Human Resources and Social Development Canada
- Industry Canada
- Innovation Institute of Ontario
- Ministry of Attorney General, Ontario
- Ministry of Community & Social Services, Ontario
- Ministry of Education
- Ministry of Government & Consumer Services, Ontario
- Ministry of Research & Innovation, Ontario
- National Defence Canada
- Natural Resources Canada
- Ontario Ministry of Revenue
- Ontario Municipal Affairs & Housing
- Ontario Pension Board
- Public Health Agency Canada
- Public Safety Canada
- Public Works Canada
- Regional Municipality of Halton, Ontario
- Regional Municipality of Peel, Ontario
- Regional Municipality of Waterloo, Ontario
- Royal Canadian Mint
- Service Canada
- Transport Canada
- Université du Québec à Montréal
- University of Toronto

BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

This conference is a must-attend event for all those who are serious about ensuring their agency's effectiveness. You will benefit from:

- **14 innovative speakers** at your disposal to share their strategies and experiences in performance measurement fundamentals that are already proven to work
- **Over 21 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

- **The opportunity to customize your learning** by participating in the 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
- **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
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading results-based management for government initiatives that will ground you in advancing your own strategy
- **A comprehensive overview of results-based management** from leading practitioners like the **Government of the Northwest Territories, Service Canada, Centers for Disease Control and Prevention (CDC), Human Resources and Skills Development Canada**, and many more
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult responsibility of ensuring that your organization's strategic plan stays on track
- **The opportunity to learn** how to integrate performance measures, program evaluation, strategic planning and budgeting into a results-based management system to ensure innovative, efficient and effective government, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development

A LETTER FROM THE CONFERENCE CHAIRPERSON...



Dear Government Executive:

Performance measurement is the backbone of a successful, innovative and high-performing government organization. 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 the "Results-Based Management for Government Conference," this December in Ottawa, you will explore and discuss best practices in managing for results and integrating performance measures and budget processes.

How Will This Conference Help You and Your Organization?

Tying performance measures to the budget of your organization requires an understanding of the alignment and integration processes. It's difficult, but well worth the effort. When your strategic efforts are aligned with your measurement processes and budget, your organization's success in producing results can improve. Without measurement, you cannot correct mistakes you may not even know you are making. **A budget integrated with performance measurement is crucial to achieving high performance and showing 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 results. Agencies that have developed good performance measures have a greater chance of showing how much "bang for the buck" they can get.

What Does This Mean For You?

Attend the "Results-Based Management for Government Conference: How To Link Performance Measures, Program Evaluation, Strategic Planning & Budgeting Into An Integrated Management System" so you can lead performance management in your organization. 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:

- **Service Canada** transformed their day-to-day operations to make them more citizen-centred and results-oriented
- **Centers for Disease Control and Prevention (CDC)** established objectives and targets in programmatic areas that align with their organizational goals
- **Government of the Northwest Territories** implemented a government-wide program review process to measure success and report results achieved

Register today to join your colleagues for 4 days of education, practical advice, inspiration and networking. Call our conference hotline at 773-695-9400 to reserve your space or [click here](#).

If you're charged with the task of defining or monitoring your organization's progress toward achieving its strategic goals and ensuring continuous improvement, then this is a can't-miss event! I look forward to welcoming you to this unique benchmarking forum this December.

Sincerely,

William Aaron, Chief of Consulting Services and Innovation

Weidner, Inc.

Conference Chairperson

P.S. Make your investment pay off even more by bringing a team! Register 3 people and get the 4th for FREE!

Call (773) 695-9400 or go online at www.aliconferences.com for details.

RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

"I found the conference to be very relevant and useful."

D. Fernandes, Manager, Performance Measurement Research, Analysis & Evaluation Branch

British Columbia Ministry of Children and Family Development

The conference provided good examples of real applications supporting performance measurement. I made some good contacts and picked up some new tips for my own work."

E. Zamparo, Manager, Financial Strategies and Solutions, Finance Department

Region of Peel, Ontario

"There was very good coverage of results-based management through the various presentations. This was of great interest for me to better assist my organization in revamping its performance measurement system to focus on results."

R. Cuenca, Senior Planning Analyst

Canadian Intellectual Property Office, an Agency of Industry Canada

"There was a good mix of various levels of government both presenting and in attendance."

J. Faragone, Manager, Results-Based Management Unit

Natural Resources Canada

"The conference speakers provided excellent insight into performance management techniques that any public sector organization can relate to and apply! Fantastic!"

T. Bressi, Director, Business Intelligence

Université du Québec à Montréal

"Thank you for organizing this conference. It was worthwhile."

M. Villemare, Program Manager

Transport Canada

"I appreciated the move from theory regarding performance management down to the practical application techniques and lessons learned."

T. Noseworthy, Director, Executive Council

Government of Newfoundland & Labrador

"I learned a lot from the conference and got many tools and tips that will help; thanks."

S Gates, Director, Quality Improvement

Leeds, Grenville & Lanark District Health Unit

"This was an excellent conference...really good speakers."

C. Carroll, Director, Community Relations
[Regional Municipality of Halton, Ontario](#)

"Overall, there were very interesting presentations!"

S. Lecour, Policy & Program Advisor
[Health Canada](#)

"I have no problem recommending your future conferences to co-workers and executives."

L. Valcour, Inspector
[Ottawa Police Service, Ontario, Canada](#)

"All the speakers were excellent. I learned something new from each one. The participants were excellent as well - fully engaged, shared experiences, etc. The best conference I have ever attended."

A. Wesch, Head, Internal Communications
[Department of National Defence, Government of Canada](#)

PRE-CONFERENCE WORKSHOP: Tuesday, December 1, 2009

Take performance measurement from complexity to clarity through this interactive workshop guaranteed to jumpstart your conference experience. This information-packed session is a great opportunity to network with fellow attendees while taking a hands-on, common-sense and practical approach to mastering measurement that will enhance your understanding of the informative, case study presentations throughout the entire conference.

10:00 a.m. to 5:00 p.m.

PRE-CONFERENCE FULL-DAY WORKSHOP A

Registration and refreshments will begin at 9:30 a.m. for pre-conference workshop attendees. Lunch is on your own, though afternoon refreshments will be provided.

Performance Measurement 101: 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.

PARTICIPANTS 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 customer-focused, as well as 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 more than 30 years experience in government performance measurement. He has served governments at all levels in both the United States and Canada. Some of John's recent clients include Health Canada, Citizenship and Immigration Canada, Industry

Canada, the Department of Foreign Affairs and International Trade, the U.S. Air Force, the State of New York, the provinces of Ontario and Nova Scotia, and many others.

Testimonials From Past John Allen Sessions:

"Thank you for an informative session."

"This was a great session. The wealth of experience of the workshop leader was obvious."

"Excellent information with solid examples and explanations."

It generated good, tangible ideas to take home."

"Great workshop and very good materials and examples."

GENERAL SESSIONS - DAY ONE: Wednesday, December 2, 2009

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

Chairperson's Welcome & Opening Remarks

William Aaron, Chief of Consulting Services and Innovation

Weidner, Inc.

8:45 a.m.



Transforming Your Day-To-Day Operations To Make Them More Citizen-Centred And Results- Oriented

Social Insurance Number (SIN) Management, situated within the Service Canada initiative at Human Resources and Skills Development Canada, is responsible for the administration of the national SIN and Social Insurance Register (SIR) Program. Introduced by Parliament in 1964, the nine-digit SIN is used to identify people who work in insurable employment, pay taxes, contribute to pension plans and use a variety of government services. The SIR is a database that contains all the SIN records created since the Program's inception.

In 2006, the SIN Program was revolutionized by the launch of SIN Rapid Access, an automated application process, that transformed a nearly entirely paper-based process to an over 95% electronic one, allowing clients to receive their SINs in minutes as opposed to days. By automating the service, Service Canada was able to introduce new strategies for monitoring and measuring the quality of the SIN issuance process and the accuracy of SIR system. This results-oriented approach to service delivery has produced marketable outcomes and has since become the focal point of the SIN/SIR Program.

In this informative session, you will hear about the environment that fostered this radical transformation, including the:

- Quality management framework that insulated the Program's dramatic shift to an automated citizen-centred service
- Benchmarking strategy that ensured commitments to stakeholders and clients were realized and tangible

You will learn, first-hand, how transforming your day-to-day operations to make them more citizen-focused is achievable through performance measures that can be rationally applied to service offerings to improve service quality, security, and integrity for both the Government of Canada and Canadians.

Dani Srour, Director, SIN Management Services

Service Canada

9:45 a.m.



Speed Networking

Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

10:15 a.m.



Morning Refreshment & Networking Break

10:45 a.m.



Strategic Portfolio And Performance Management: How To Chart Progress, Increase Collaboration, 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 (CDC)

11:45 a.m.



How To Build Capacity And Expertise, Ensure Accountability And Develop A Common Approach To Establishing Quality Measures, Data Collection And Reporting Across Your Organization

Performance measurement is no longer just the role of a handful of specialists. Effective performance measurement requires all staff, regardless of position, to consider the outcomes that they are contributing to, and how they measure that

contribution. But how do you ensure a solid level of understanding across all staff levels, with training and travel restrictions and a limited number of opportunities?

The Ontario Public Service (OPS) has over 24 ministries including over 65,000 staff. Performance Measurement is becoming increasingly important to how they do business and the organization was challenged with how to build capacity and expertise, ensure accountability and develop a common approach to establishing quality measures, data collection and reporting.

In this informative session, you will hear about this successful government collaboration to build a cost-effective, just-in-time Performance Measurement eLearning course suitable for and available to all levels of staff.

Specifically, you'll learn how this training initiative was formed and how the core team overcame some early missteps, including:

- Developing a structure, process, and executive sponsorship for a multi-partner approach to training
- Obtaining adequate resources including funding and expertise and corporate support for hosting and promoting the e-courses
- Developing up-to-date content that would be suitable for training all levels of staff across different cultures

This presentation will also demonstrate some highlights of the eCourses developed. All organizations can benefit from the lessons learned during this innovative government partnership that's setting the standard for desktop, accessible government training on performance measurement, accountability and results.

Carol Townsend, Corporate Coordinator, Performance Measurement & Reporting
Ontario Ministry of Government Services

12:45 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 connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing results-based management for government concerns.

2:15 p.m.



How To Analyze, Integrate, And Evaluate Using Performance Measures For Budgeting, Management, And Reporting

The Skills and Employment Branch of Human Resources and Skills Development Canada (HRSDC) has the mandate to provide programming for four diverse "clusters" of programs -- employment insurance, skilled labour force, inclusive labour force, and labour market efficiency. While the overall organizational structure has changed in recent years with HRDC splitting in two and then recombining back into HRSDC, the Branch has continued to implement approximately \$18B in programming that combines direct benefits to Canadians, institutional funding, system-wide capacity development, and everything in between. So how do you answer a Minister who asks, "How is the Labour Market performing?"

This session will give you an overview of three concrete tools developed and used in recent years to both keep programming on track and improve reporting to Canadians, including:

1. The Key Priorities Framework and corresponding award-winning Management Dashboard
2. A Branch-level Logic Model and corresponding branch-level Performance Management Framework
3. The new "labour market component" component of the "Economic Action Plan for Canadians"

Paul Sadler, Manager, Integrated Planning and Accountability
Human Resources and Skills Development Canada

3:15 p.m.



Afternoon Refreshment & Networking Break

3:45 p.m.



CASE STUDY

How To Implement A Government-Wide Program Review Process To Measure Success And Report Results Achieved

The Government of the Northwest Territories (GNWT) is in the midst of implementing a new program review process to monitor and assess the progress of its \$1.3 billion in program expenditures. The GNWT delivers programs and services akin to those of a provincial government to 43,000 citizens living in 33 communities scattered across more than 1/8 of Canada. In many NWT communities, these programs also include things most often provided in the South by municipalities, colleges, and school or health boards. The GNWT believes that the public and decision makers will be able to allocate resources, and measure success, in a more objective way if comparable financial, administrative, and policy information on the objectives set, resources used, and results achieved are reported for all programs and services.

This session will provide you with the first look at how and why the GNWT:

- Established an in-house resource
- Did risk assessment and developed its initial work plan
- Developed measures and tools, and is integrating them with existing internal and external budget, planning, and performance reporting processes

In addition, you will learn about the importance of:

- Providing templates and giving clear instruction
- Standardizing definitions of program and service
- Considering the need for speed vs. ease
- Developing on-line tools to reduce data collection efforts, improve consistency, and ease reporting

While this type of information is especially important in the North where there is a limited revenue base and a non-partisan political system, the lessons learned and processes followed will be of equal value to any government or entity with multiple service lines or subject to a broad spectrum of political direction.

Michael Kalnay, Director, Program Review Office, Department of Executive

Government of the Northwest Territories

4:45 p.m.

Chairperson's Recap And Close Of Day One

William Aaron, Chief of Consulting Services and Innovation

Weidner, Inc.

5:00 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 Ottawa's fine dining while you continue to network with your colleagues.

GENERAL SESSIONS - DAY TWO: Thursday, December 3, 2009

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.



CHAIRPERSON'S ADDRESS

Chairperson's Opening Of Day Two & Presentation

How To Lead Organizational And Cultural Change To Achieve Results For Customers

This dynamic presentation will introduce you to advanced change management strategies to move your organization toward managing for results at both the strategic and operational levels. Advanced strategies to create organizational and cultural change used by successful managers and leaders in leading cities, counties, states and federal agencies will be highlighted.

Starting with the premise that performance measurement inherently prompts change in an organization, this presentation will help you lead and manage the change you are trying to orchestrate. The challenges you face in moving your organization forward, including bringing on board decision makers at all levels in the organization, are the challenges that keep you from sleeping at night. Special emphasis will be given to strategies that help managers throughout your organization recognize the value of measuring performance.

Some of the topics to be covered include:

- Learning what changes can reasonably be expected when an organization measures performance
- Developing a system-wide commitment to build an integrated management system
- Using training as a way to instill the new culture
- Recruiting champions and sponsors for the change effort
- Appealing to managers' "enlightened self-interest"
- Using accountability systems to ensure performance
- Dealing with resistance; is this 'real' and is it going to last? The importance of connecting performance measurement to major business processes
- Productively involving appointed and elected officials, citizens and customers

William Aaron, Chief of Consulting Services and Innovation

Weidner, Inc.

9:40 a.m.



CASE STUDY

Measuring What Matters: Approaches To Modernizing Grant Program Operations And Performance Measures That Promote Innovation, Transformation And Deliver Impact

Measuring the performance of grant programs are more important than ever in an era of unprecedented need for transparency and relevance. Summer Company, a youth entrepreneurship program, has been modernized over the

past 6 years and has led to innovation not only in program logistics but also in program measurement. The program has been transformed to include a full end-to-end online process from inquiry, submission, review, approval, monitoring and close out. The result has yielded not only efficiency in operations, but also the ability to actually measure economic impact of the program and long-term longitudinal effects of the program's effect on entrepreneurial success.

In this session, you will learn how to:

- Identify whether your program is a candidate to be modernized
- Transform how people, process and technology is used in your programs
- Measure the results of your programs using best-practices
- Achieve and track measurable and credible program outcomes

Alex Sirota, Team Lead, eService Delivery

Ontario Ministry of Economic Development and Trade

10:40 a.m.



Morning Refreshment & Networking Break

11:00 a.m.



Leveraging Technology To Manage And Report Performance Information

Workplace injuries, and their aftermath, impact nearly 4 million Americans each year. In the past, New York's workers' compensation system had been characterized as slow and unresponsive. The New York State Workers' Compensation Board embarked on an aggressive program to revitalize the workers' compensation program in New York and refocus its 1500 employees on service to its customers - the State's workers and employers. The Board recognized that the implementation of a system that addressed only the functional requirements of the claims process would be incomplete. The Board's systems modernization effort would need to include technological innovations that address the informational requirements of the Agency and its constituents.

In support of its Performance Measures Project, the Board developed a computer system called the "MIRROR" - Management Information, Research References and Operational Reports. The MIRROR distills data from operational systems and presents performance reports that cascade down from the agency's mission statement all the way to the individual staff member.

This session will include a live demonstration of the MIRROR and a review of the key ingredients to a successful performance measures project, including:

- Thinking strategically, acting locally
- Understanding common themes in performance measurement systems
- Finding and keeping "the balance" in the scorecard
- Knowing the "gotcha" of implementing performance measurement systems
- Implementing measures from the board room to the mail room
- Keys to standardizing performance reports

Tom Wegener, Director, Management Information System/Research

New York State Workers' Compensation Board

12:00 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 connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing results-based management for government concerns.

1:30 p.m.



INTERACTIVE SESSION

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 results-based management for government initiatives.

2:00 p.m.



CASE STUDY

How To Link Strategic Planning, Program Evaluation And Performance Measurement Into An Integrated Management System Focused On Results – A Behind The Scenes Look At Real Tools

The Marketed Health Product Directorate (MHPD) is a growing organization of over 200 staff and experts created in 2002. It is responsible for ensuring that once health products reach the Canadian market, there is on-going monitoring and surveillance of serious adverse reactions to these health products, that risks for consumers are assessed and mitigated and that both users and health professionals are aware of these risks and can make informed choices on their use.

Continuous improvement efforts require reliable performance-based evidence of current program delivery to identify and seize opportunities for improvements. Since April 2006, MHPD developed a Strategic Plan, a Business Plan and a 1 year Operational Plan and the required functional plans, to translate strategies into long and short term business objectives. In a parallel stream, MHPD developed and implemented an integrated performance management framework which links results and resources from strategy to day to day program delivery.

In this session, you will learn how MHPD managed to connect the dots to better focus on results, including:

- Linking strategic, business plans, operational plans and performance management through the right systems, tools, practices to achieve horizontal and vertical information integration
- Measuring organizational performance through time tracking
- Reporting monthly performance to management
- Being prepared to respond to any internal and external enquiries
- Integrating program evaluation into mid- and long-term practices for continuous improvements

In addition, this session will provide you with information on:

- The approaches, systems and tools adopted to meet all information needs on MHPD's business and performance including questions from Parliamentary Committees on Health or Main Estimates/Public Accounts, from Central Agencies (TBS, the OAG,) or Canadians
- How change is being managed within MHPD
- The resources, expertise and the best practices used
- The critical success factors used to make it work
- Overall lessons learned

Francine Dubé, Manager of Planning, Budgeting and Reports, Bureau of Strategic Initiatives and Planning, Marketed Health Products Directorate, Health Products and Food Branch

Health Canada

3:30 p.m.



Afternoon Refreshment & Networking Break

3:45 p.m.



CASE STUDY

How To Integrate Risk Management Within A Results-Based Management System

We often hear of risk management and results-based management, and at times, "integrated" creeps into the terminology, but what does this mean in realistic terms? More importantly, how can theory and words be put into practice and become meaningful to a public administrator, for day-to-day operations?

This session will walk you through the integrated risk management journey of putting theory into practice within an international development context. The focus will be on the mechanics and the process, as well as provide you with pointers for development and implementation, and identify the obstacles you should anticipate along the journey.

By the end of the session, you will gain an understanding of integrated risk management and the value-proposition it will bring to your project, program and organization - and ultimately the taxpayer.

Joe Faragone, Chief Risk Officer, Afghanistan-Pakistan Task Force

Canadian International Development Agency

4:45 p.m.

Chairperson's Recap:

Key Takeaways And 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.

5:00 p.m.

Close Of General Sessions

***** Register by October 16th To Save \$400! *****
Save 25% -- Register a Team of 4 or More!
To Register, Call (773) 695-9400

POST-CONFERENCE WORKSHOPS: Friday, December 4, 2009

INTERACTIVE WORKSHOPS

These 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 and hands-on sessions. Space is limited to ensure interactivity!

Choose B or C or BOTH for maximum value and learning

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

POST-CONFERENCE MORNING HALF-DAY WORKSHOP B

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

How To Leverage Technology To Manage And Report Performance Information

Public sector organizations at all levels are feeling the squeeze between rising expectations and shrinking budgets. Stakeholder needs continue to mount, yet financial pressures limit many organizations' ability to increase funding to meet the demands. In the face of these pressures, public sector organizations must find ways to radically improve performance toward their missions, undertaking innovative reforms, and competing or partnering with private sector organizations for the delivery of goods and services.

As part of this shift, public sector organizations have turned to performance management which links together goals and objectives to program execution through performance measures. What role does technology have in this performance management journey? Are desktop tools like Microsoft Word, Excel and PowerPoint robust enough to manage the process or do they create new silos of information and reflect hidden sources of errors? Do organizations have to invest in expensive data warehouses layered with unwieldy IT systems or can they rely on simple-to-deploy solutions that leverage their current investments?

This session will provide you with recommendations and best practices based on the experiences of hundreds of government organizations. Specifically, this workshop will cover how you can use technology to:

- Transform goal development from its current isolation in the planning office to an exercise that is relevant to more stakeholders, is more interactive, and more explicitly tied to organizational operations
- Go beyond haphazard measure collection and display to coordinated workflow that supports role-based entry, approval, and the publishing of key performance indicators
- Change the focus of reporting results so that it includes internal periodic operational performance reviews, not just externally-driven mandates

While this workshop is about technology, it is not about a particular vendor's product.

WORKSHOP LEADERS: Malcolm Faulkner is a Director within the SAP BusinessObjects Solution Marketing Team. In this role he is responsible for defining and driving a vision for innovative strategy management solutions that are part of the SAP BusinessObjects Enterprise Performance Management portfolio. Over the past decade, Malcolm has designed and developed numerous solutions for improving business performance across multiple industries. He has written and presented on both technical and business related performance management topics in a variety of forums to numerous audiences.

Martin Lantaigne is a Principal Solution Advisor at SAP BusinessObjects. He is local to Ottawa since 1991 and holds an MBA from the University of Ottawa. Over the past 10 years, he has helped many organizations, both large and small commercial and public sector organizations, with their Business Intelligence Strategy ranging from Enterprise Performance Management, Ad-hoc Query, Reporting and Analysis and Information Management solutions. Martin has strong technical leadership in delivering technology solutions to senior level executives, knowledge and competence across business strategies, IT architectures, product and services sales and project delivery.

Testimonials From Past SAP BusinessObjects Sessions:

"The workshop was very well presented; an engaging presentation, given at an appropriate level."

"This was great! It really helped me understand the madness of our current strategic plan."

"The information was on point and was what I needed. We need to go back and do a strategy map and re-examine objectives in my organization."

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

Afternoon break/lunch on your own

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

POST-CONFERENCE AFTERNOON HALF-DAY WORKSHOP C

How To Implement A Management Framework, Linking Strategy And Execution, To Align Policy And Deliver Results

All levels of government aim to demonstrate transparency and accountability while responding to renewed pressure to "do more with less." As a starting point, most public sector organizations have focused on improving their strategic planning capabilities, yet many still struggle to effectively link strategy with execution. While they can plan and set targets, they often have difficulty determining priorities, end-up pursuing more initiatives than they have the capacity to deliver, and are

not proactive to intervene or realign. The renewed focus on outcomes and the need to demonstrate results has never been more important.

Through practical examples and case studies, this session will outline how public sector organizations can establish a strategic management office to close the gap in the achievement of results. This informative workshop will highlight a number of key factors that must be considered to properly adapt strategic thinking principles and develop strategic management capabilities. Leading practices for designing a strategic management office and adopting an integrated approach to performance and risk management will be presented in support of an "investment in outcomes" philosophy.

Specifically, this session will:

- Demonstrate how to achieve focus to 'only do what matters'
- Provide guidance on how to align everyone to 'pull in the same direction'
- Discuss importance of integration and 'talking the same language'
- Share leading practices for getting 'everybody on board'

You will walk away from this workshop with a clear and simple depiction of the essential activities and underlying capabilities required for public sector organizations to maximize the benefits of strategic management and ensure the successful implementation of their priorities.

WORKSHOP LEADER: Daniel Martyniuk IMBA, PMP serves as a Manager within the public sector Strategy & Operations consulting practice at Deloitte. He is a seasoned project manager and an experienced advisor known for his high energy and result-oriented approach to project and portfolio management. Daniel's areas of expertise include business IT strategy development, project portfolio management (PPM) framework implementation, program/portfolio governance and leadership structure design, as well as project/program management office (PMO) establishment.

Testimonials From Past Daniel Martyniuk Sessions:

"The workshop was very timely and contained useful information."

"The presentation was multi-dimensional and was well presented and integrated."

"Great handout!"

VENUE & LODGING:

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

Delta Ottawa Hotel and Suites

361 Queen Street

Ottawa, Ontario K1R 7S9

Phone: (613) 238-6000

Toll Free: (800) 268-1133

Email: ccampeau@deltahotels.com (Carolyn Campeau, Reservations Manager)

Website: <http://www.deltahotels.com/hotels/hotels.php?hotelId=14>

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at the government rate of \$154 CAD/night. Please be sure to call the hotel no later than October 30, 2009 to help ensure this rate and mention that you are attending the Advanced Learning Institute event and quote Reservation ID Code: GFADV2.** We recommend that reservations be made early, as the number of rooms at our rate is limited.

The Delta Ottawa Hotel and Suites is located in the heart of downtown, convenient to many of the area's top sites. Airport access is just 13 km/8 miles away at Ottawa International Airport (YOW).

Join us in Ottawa for A.L.I.'s 27th Conference on "RESULTS-BASED MANAGEMENT FOR GOVERNMENT: How To Link Performance Measures, Program Evaluation, Strategic Planning & Budgeting Into An Integrated Management System," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.



For more information on your visit to Ottawa, go to www.ottawatourism.ca/en.

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials, continental breakfasts, morning & afternoon refreshments, and an evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register by October 16th	Regular Pricing: Register after October 16th
Conference Only (December 2 nd & 3 rd)	\$1,299 CAD	\$1,699 CAD
Conference + One Half-Day Workshop (Choose One Option Below) <ul style="list-style-type: none"> Post-Conference Workshop B (Dec. 4th, 8:30am-11:30am) Post-Conference Workshop C (Dec. 4th, 12:30pm-3:30pm) 	\$1,699 CAD	\$2,099 CAD
Conference + Two Half-Day Workshops or One Full-Day Workshop (Choose One Option Below) <ul style="list-style-type: none"> Pre-Conference Workshop A* (Dec. 1st, 10am-5pm) Post-Conference Workshop B (Dec. 4th, 8:30am-11:30am) AND Post-Conference Workshop C (Dec. 4th, 12:30pm-3:30pm) 	\$1,999 CAD	\$2,399 CAD
* Workshop A counts as two workshops because it lasts a full day.		
Conference + One Full-Day Workshop & One Half-Day Workshop (Choose One Option Below) <ul style="list-style-type: none"> Pre-Conference Workshop A* (Dec. 1st, 10am-5pm) AND Post-Conference Workshop B (Dec. 4th, 8:30am-11:30am) Pre-Conference Workshop A* (Dec. 1st, 10am-5pm) AND Post-Conference Workshop C (Dec. 4th, 12:30pm-3:30pm) 	\$2,199 CAD	\$2,599 CAD
* Workshop A counts as two workshops because it lasts a full day.		
Conference Plus All Workshops <ul style="list-style-type: none"> Pre-Conference Workshop A* (Dec. 1st, 10am-5pm) AND Post-Conference Workshop B (Dec. 4th, 8:30am-11:30am) AND Post-Conference Workshop C (Dec. 4th, 12:30pm-3:30pm) 	\$2,299 CAD BEST VALUE!	\$2,699 CAD
* Workshop A counts as two workshops because it lasts a full day.		
Conference Workbook Only	\$199.00* CAD + \$20.00 S&H	
*Illinois (U.S.A.) residents will be charged 9.75% sales tax on workbook orders.		

Please add 5% GST to all prices above (A.L.I.'s GST #884005323RT0001).

Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from those above due to daily variances in exchange rates.

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government executive audience. Space is limited, so please call Melissa at (773) 695-9400 ext. 14, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,299! Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration. Note to small departments — register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a \$200 discount off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is cancelled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (on or before November 17th), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (after November 17th) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Government · Human Resources · Performance Measurement · Strategic Planning
Brand Management · Communications · Marketing · Technology
Health Care · Biometrics · e-Commerce**

WE GUARANTEE RESULTS:

For the past 12 years, the Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event!

Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

Event #1209A4 ©2009 A.L.I., Inc. All rights reserved.



RESULTS-BASED Management for Government
How To Link Performance Measures, Program Evaluation, Strategic Planning & Budgeting Into An Integrated Management System
Canada
December 1 - 4, 2009 • Ottawa

REGISTER TODAY!

www.aliconferences.com

Phone: (773) 695-9400 • Fax: (773) 695-9403

Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave. Suite 920-N, Chicago, IL, USA 60631

Registration Form *Please photocopy for group members.*

Yes, I'd like to register for the December 2009 Results-Based Mgt. for Govt. conference in Ottawa.

Please check: E-mail Priority Code: _____ Amount Due: _____
GST exemption number if applicable: _____

Conference Only

Conference Plus Workshop(s):

Pre-Conference Full-Day Workshop A: Performance Measurement 101: How To Do It, How To Use It

Post-Conference Morning Half-Day Workshop B: How To Leverage Technology To Manage And Report Performance Information

Post-Conference Afternoon Half-Day Workshop C: How To Implement A Management Framework, Linking Strategy And Execution, To Align Policy And Deliver Results

I would like to order a conference workbook only

Please add me to your mailing list to receive future conference notifications

Name: _____

Job Title: _____

Organization: _____

Address: _____

Country: _____

Phone: _____ Fax: _____

Registrant's E-mail: _____

Approving Manager: _____

Approving Manager's E-mail: _____

Payment by: Visa/IMPAC MasterCard Amex Diner's Club Discover
 Check/Training Form/Purchase Order (payable to Advanced Learning Institute, Inc.)

Card #: _____ Exp. Date: _____

Extra 3-4 digits on front/back of card: _____

Credit Card Billing Address: _____

Signature/Name on credit card: _____

Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from the quoted Canadian dollar fees due to daily variances in exchange rates. Event #1209A4 • ©2009 A.L.I. All Rights Reserved