

SUSTAINING SUPERIOR PERFORMANCE SUMMIT

Aligning process, technology,
and modern management theory
June 2 - 4, 2008

Buena Vista Palace
Downtown Disney
Orlando, FL



*"Revolutionizing the Conference Experience:
More Than Just Educating...Creating"*

- **Experience** the first conference where content is unified by a common framework
- **Utilize** that framework to create personalized take-away from every session
- **Combine** take-aways to identify gaps and form a multidisciplinary implementation plan
- **Transform** your plan into an actionable and sustainable strategy
- **Learn** directly from peer experiences, industry executives, and today's thought-leaders
- **Network** before, during and after

presented by

CREATE Conference™
Series
Designed & Hosted by David F. Giannetto

gsmi
Global Strategic Management Institute

Introduction

Dear Colleague:

Today every organization is striving to improve performance enterprise-wide, to remake themselves as truly customer centric, and bridge the gap between strategy and action. Managers and executives seek to orchestrate changes within ever increasingly complex environments. Strategy becomes introverted and loses the necessary market focus while technology is often disconnected from fully integrated processes, thereby creating virtual silos. Management is left struggling to make better, more effective decisions. This challenge exists in a market that values increased revenue, reduced costs, and improved profitability, with little interest for intangibles such as the customer value proposition.

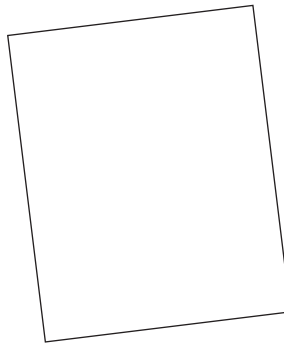
Global conferences such as the Sustaining Superior Performance present an opportunity for people of diverse backgrounds to come together and solve these problems. Yet, a conference should do more than just explain the problem. To be successful today organizations must seamlessly integrate business processes, diverse technology, and modern management methods to create differentiation, superior value, and sustainable superior performance. A conference should enable attendees to take their first steps towards a solution and provide a roadmap to future success. For the first time, the Create Conference Series™ makes this possible.

Attendees actually create the first deliverables necessary to understand what their organization needs. They analyze their own organization against a common conference framework, each session bringing them one step closer to taking their performance to a new level. When attendees return to their offices, it is a matter of taking the next step, not starting from ground zero.

We have brought together some of the most talented people working to improve operational performance and performance management – industry practitioners, management theorists, experienced implementers, and thought leaders. Join us in Orlando as the Create Conference Series™ sets a new standard for business conferences and starts you down the road to sustainable superior performance.

All the best,

David F. Giannetto
co-Author, *The Performance Power Grid*
(J. Wiley & Sons, 2006)
Director of EPM,
Cohn Consulting Group, a Division of J.H Cohn LLP



David F. Giannetto is widely considered one of the most experienced practitioners, and a true thought-leader, amongst modern management theorists. He is director of J.H. Cohn LLP's Enterprise Performance Management practice, one of the nation's premier EPM consulting groups, and has lead performance initiatives at such companies as JPMorgan, Black & Decker, FujiFilm, The United Nations, and BlueCross BlueShield. He is co-Author of *The Performance Power Grid, The Proven Method to Create and Sustain Superior Organizational Performance* (J. Wiley & Sons, 2006), a former senior operations manager at Airborne Express (DHL), and U.S. Army Officer.

Who Should Attend?

- CEOs
- Presidents
- CFOs
- Controllers
- SVPs and VPs of Finance
- Directors of Finance
- Forecasting Analysts
- Financial Analysts
- Business Planners
- Revenue Analysts
- Management Accountants
- Planning Strategists
- Vice Presidents of Sales Marketing
- SVPs and VPs of Human Resources
- Directors of Human Resources
- Vice Presidents of Information Technology
- Managing Directors
- Corporate Strategy Managers
- Group Executive Directors
- Senior Managers
- Performance Consultants

And all others involved in:

- Strategy Planning
- Organizational Development
- Quality Improvement
- Knowledge Management
- Operational Efficiency
- Forecasting Analysts
- Training and Development
- Performance Management
- Corporate Finance
- Financial Planning and Analysis
- Performance Measurement

“ (Giannetto)... makes Business Performance Management practical and easy to adopt... (and) provides the direct examples necessary for socializing and improving performance in any business. ”

—Mark Smith, CEO & EVP Research, Ventana Research

Our Value Proposition:

C-level executives rank enterprise/business performance management initiatives as the number-one priority for 2008, for the third year running. They state that “companies are not going to make decisions without it” and that by 2012, Business Performance Management initiatives will be integral to 85% of all business applications and business processes.*

- How does your organization make this vision a reality?
- How does your organization:
 - o Create and sustain increased revenue growth?
 - o Cut costs while maintaining service?
 - o Identify and improve your value proposition?
 - o Increase speed, agility and adaptability to change?
 - o Build an innovative, customer centric business model?
 - o Improve customer loyalty, retention, and customer lifetime value?

The Create Series revolutionizes the conference experience by taking delegates on a journey that reflects the real world. The only conference in the world where delegates leave already having taken the first steps down the road to creating sustainable superior performance within their own organization. The answers, tools and techniques are all woven together by a common framework that guides delegates towards the answers they need specific to their own organization.

This conference will answer:

- How do you combine complex business processes with enabling technology to generate the information management needs to make better, more timely decisions?
- How do you achieve not only superior performance, but superior performance that is sustainable over time?
- How do you innovate for sustainable growth- not just in products and services but with modern management methods- to create competitive advantage over time?
- What is required to create a state-of-the art performance management initiative? What critical pieces make up the foundation, and how do you build upon them to create an integrated management structure?
- How do you develop a sustainable High-Performance-Organization (HPO)? What organizational changes and methods have proven most effective?

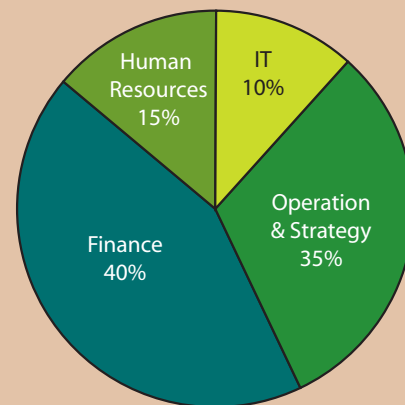
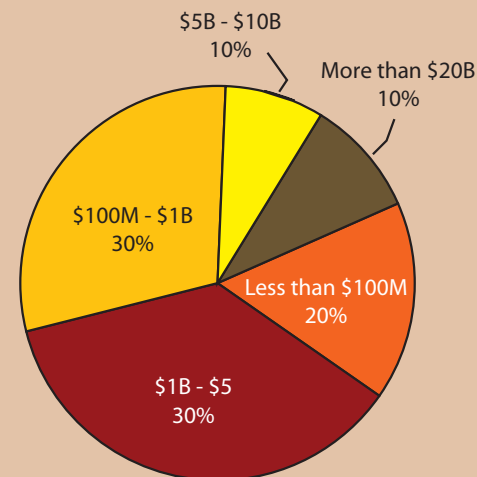
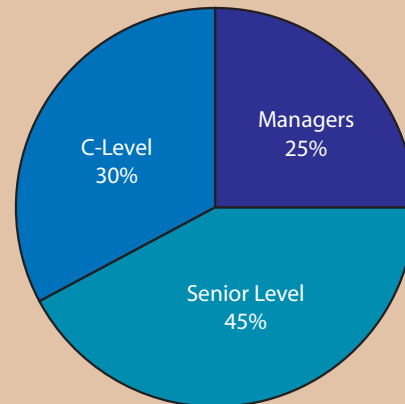
Unique Features:

- The world's only conference that attendees find and actually develop answers, tools, and techniques to enact change
- Integrated sessions that translate delegates issues into actionable solutions
- Tangible metrics created specific to your organization
- Unified sessions that will optimize management learning
- Pre-conference networking through GSMI online tools – that begins as soon as you register, throughout the event and for years after
- Breakout sessions that build to exciting and valued interactive general sessions
- Top – Executive experience from thought leader keynotes and visionary insights

You will walk away with:

- Identified critical processes
- Measures & metrics specific to your organization
- A “roadmap” for sustainable performance
- The technology architecture required to support your organization
- Tools to transform your vision into an actionable and sustainable reality

Who You Will Meet



*Gartner Group

Agenda-at-a-Glance

One difference between the Create Conference Series and traditional conferences begins with the framework that unifies the sessions, tracks and agenda like no other conference. This framework creates a consistent language used throughout the conference so that delegates are not confused or distracted by disparate industry jargon, or sales oriented presentations. Each session is delivered by some of the industries most experienced clients, practitioners and thought-leaders. And each break-out session uses a session template that allows delegates to quickly and easily translate the content into tangible take-aways. Over the course of the conference, the take-aways add up to create the roadmap that delegates need to make an immediate impact on their organization's performance.

Pre-Conference Clinics	
8:00 - 9:00	Registration and Breakfast
9:00 - 12:00	Delivering Financial Information Executive and Operators
12:00 - 1:00	Networking Luncheon
1:30 - 5:00	Creating the Customer Centric Organization: Finding your Customer Critical Path
5:00 - end	Welcoming Reception
DAY ONE	
8:00 - 9:15	General Session: Creating Tomorrow
9:15 - 9:30	↓
9:30 - 10:30	<div style="width: 33%; background-color: #e0f2f1; padding: 5px;"> <p>Defining Value: Identifying & Defining Critical Processes</p> <p>Knowing what drives your organization and the factors that lead to success is critical to sustaining organizational improvement. This session will clearly identify your value chain and its impact on your organization.</p> </div> <div style="width: 33%; background-color: #fff9c4; padding: 5px;"> <p>The Role of Technology: Mapping Technology to Your Business Needs</p> <p>Technology should enable greater performance, but that only happens when it enables more effective and efficient business processes and decisions. Find out which applications are most critical to your success.</p> </div> <div style="width: 33%; background-color: #e0e0e0; padding: 5px;"> <p>The Genesis of Method: Critical Success Factors for Today's Top Methodologies</p> <p>Compare and contrast today's top methodologies, including Six Sigma, Lean, Balanced Scorecard, and EPM, learn what makes them most effective and which is most appropriate for your organization.</p> </div>
	↓
10:30 - 10:45	<div style="width: 33%; background-color: #e0f2f1; padding: 5px;"> <p>Creating A Customer-Centric Organization: Defining Your Customer Critical Path</p> <p>Becoming a customer-centric organization is perhaps one of the most difficult transitions an organization can make, fraught with hidden obstacles and unanticipated challenges. Learn to overcome roadblocks on the path to a customer-centric strategy, and how to get around them.</p> </div> <div style="width: 33%; background-color: #fff9c4; padding: 5px;"> <p>The Layers of Technology: Assessing & Constructing an IT Architecture</p> <p>Setting the direction of your information technology structure is imperative to the success of an organization's transparency, alignment and decision making process. Learn the latest trends and imperatives to modern management infrastructure.</p> </div> <div style="width: 33%; background-color: #e0e0e0; padding: 5px;"> <p>Segmenting the Market: Identifying & Defining Your Customer Base</p> <p>Decision makers must keep abreast of the continuously changing wants and needs of their customer base. Learn the most innovative practices for segmentation of the market place and defining organizational strategy and effectiveness internally as well as externally.</p> </div>
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12:00 - 1:00	Collaborative Luncheon
1:00 - 2:15	<div style="width: 33%; background-color: #e0f2f1; padding: 5px;"> <p>A Mosaic of Measures: Defining Metrics to Manage By</p> <p>After a strategy is in place finding the right measures and metrics that will drive the organization's objectives is vital to success! This session will deliver a master blueprint for your organizations metrics and key performance indicators.</p> </div> <div style="width: 33%; background-color: #fff9c4; padding: 5px;"> <p>Turning Data into Information: Analyzing & Moving Data</p> <p>What to do with data is as important as the tools to collect it. Learn strategies to access your organization and direct it into information that will improve the organizations bottom line.</p> </div> <div style="width: 33%; background-color: #e0e0e0; padding: 5px;"> <p>The Human Element: Motivating & Compensating to Prompt Change</p> <p>You have a strategy; you have the information to manage them through goals. But how do you motivate your human capital to get the job done? Learn the latest strategies and motivation techniques to build an enduring culture and growing organization!</p> </div>
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4:00 - 5:00	Create Conversation (facilitated roundtable)
5:00 - 5:30	Closing Comments (with drinks served)
6:00 - end	Day One Closing Event
DAY TWO	
8:00 - 8:15	Recap of Day One
8:15 - 9:15	Collaboration on Proven Case Study
9:30 - 10:30	<div style="width: 33%; background-color: #e0f2f1; padding: 5px;"> <p>Implementation Complications: Identifying & Creating an Implementation Plan</p> <p>Having tools to make change is important but all the tools in the world are useless for sustainin performance if you lack a plan for implementation. Create a roadmap you can take back to your organization and implement.</p> </div> <div style="width: 33%; background-color: #fff9c4; padding: 5px;"> <p>Information Delivery Systems: Implementing Customer or Client Facing Applications</p> <p>Every system must have definitive plans, so once the information structure is built and is pumping out countless reports, it's essential that the organization can actually utilize the information and implement it into action. Learn keys to successful presentation and understanding of what makes a great interface.</p> </div> <div style="width: 33%; background-color: #e0e0e0; padding: 5px;"> <p>Dollars and Donuts: Integrating Finance and Operations</p> <p>Building a model for accessing cost has to be more than monthly close reports. Learn the latest in organizational integration strategy and create a financial/cost translation model.</p> </div>
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10:30 - 10:45	Collaboration on Proven Case Study
10:45 - 12:00	Collaboration on Proven Case Study
12:00 - 12:15	General Session & Wrap Up
12:15 - 1:15	General Session & Wrap Up

Keynote & Case Studies

Creating Tomorrow—Opening Keynote

David F. Giannetto,
co-Author, *The Performance Power Grid* (J. Wiley & Sons, 2006)
Director of EPM, Cohn Consulting Group, a Division of J.H Cohn LLP

Today we stand on the brink of great change. Fueled by globalization, increased competition, customer and shareholder demands, constant standardization and instant replication of value propositions, even the looming pressure of “going green”, business, and the processes and technology that drive it, are advancing at unparalleled rates. Amidst all of this executives and managers stand against the storm, striving to improve their organizations. Hear how today’s most progressive management theory is changing to provide clarity and create a calm on the storm.

“Giannetto... articulate(s) important fundamentals that organizations must get right to excel. Namely, senior management gains power to change the dynamics when they achieve true clarity of their situation and the need for every individual in the enterprise to understand how the mission relates specifically to their role.”

—Stephen C. Savage, SVP Integration/Planning, Computer Associates

Best In Class Case Studies

Blue Cross is the largest health plan in Minnesota, providing health coverage to more than 2.7 million members. In support of its mission, Blue Cross is continuously looking for ways to improve performance and reduce costs. Hear the story of an organization making its journey towards performance excellence and the challenges encountered along the way. Hear her strategy for creating organizational momentum around Blue Cross’ enterprise Performance Management initiative and the process for developing a best practice EPM methodology. Specific topics addressed include: advice on selecting an external business partner; the strategy for generating internal support; leveraging applied techniques, such as strategy & process mapping, across multiple initiatives like EPM and Six Sigma and key lessons learned through Blue Cross’ EPM proof of concept.

Rochelle Myers, director of Enterprise Performance Management at BlueCross BlueShield of Minnesota

Having experience in numerous organizations Dr. Jagpal will speak on techniques to properly define and separate an organization’s customer-base into segments that improve customer satisfaction, increase sales,

and grow the bottom line. Customer segmentation then becomes the critical linkage between operations, the way the organization creates and sells its products and services, and finance. Learn best practices in connecting the puzzle pieces of organizational sustainability.

Doctor Sharan Jagpal, Professor of Marketing, Rutgers University



Seattle City Light, a recognized national leader in energy efficiency and environmental stewardship while providing affordable, reliable, and environmentally sound electricity to Seattle, WA, will speak on his organization’s enterprise-wide organizational performance management initiative, linking strategic objectives, operational performance and financial reporting.

Mark V. Dombroski, Finance Director of Seattle City Light



This case study will cover the necessity of managing human capital for long term performance. Succession management, like financial management, is essential for organizational sustainability. Human capital is needed to put the financial capital to work. Succession management is more than names of possible replaces for unfortunate victims of the proverbial “bus”. When succession management is linked to organizational strategy, it supports sustainability.

Don Ledbetter Ph.D., SPHR, CKM, Corporate Director Management and Organizational Effectiveness at L-3 Communications



Hill-Rom, a leading hospital equipment supplier committed to providing high-quality, innovative products, outstanding service, extensive clinical expertise and superior customer support, will talk about his use of measures and metrics to measure the performance of his area, the districts within it, and individual managers, as well as how he uses them to communicate area performance up to the senior-executive level.

Richard V. Gianetto, Vice President, Hill-Rom

Learn the FBI’s efforts and challenges faced while implementing the Balanced Scorecard, Strategy Management System approach to managing the day to day operations and efforts in the global war on terrorism, while maintaining the organization’s mission of prevention and disruption of terrorist acts on US soil. Rick will also discuss his responsibilities as the new Director of Security for Harsco Corporation, Camp Hill, PA, and his efforts to create a performance oriented environment within his new organization. Understand the challenges that organizations face while improving performance in for-profit and not-for-profit/government organizations.

Richard M. (Rick) Kelly, former Chief of the Planning & Strategy Development Unit, of the FBI’s Counterterrorism Division

Also featuring speakers from



John Lynch,
CEO, BI Source

Create Conversation – One of a kind dialogue

A unique feature of the Create Conference Series that makes facilitated panel discussions look like a thing of the past. Grab a drink and join the fray with some of the biggest and brightest names practitioners in the performance management space. Have your voice heard, or simply egg on the political style debate, as they joust for superiority.

The Management and Methodology Track

The Management and Methodology Track reviews the common management trends of today, and the commonalities that make them succeed and fail, while revealing the management methodology of the future. It takes an enterprise-wide approach to integrating the role of operational and financial management in today's organization, and how market segmentation, compensation and change management affect the organization. Attendees will identify the impact of each of these components on their own organization, and assess the effectiveness of process, technology, and improvement efforts on the financial and operational performance of their own organization.

- What are the keys to creating sustainable superior performance?
- Are today's top management methodologies more than just consulting spin?
- How do I identify and create value propositions for each of my customer segments?
- How do I create compensation plans that motivate employees, drive performance and improve the bottom line?
- How does finance deliver more value than just standard monthly close reports?

Track Designed for financial and operational managers, managers of centers of excellence, and senior analysts.

DAY ONE	
8:00 - 9:15	General Session: Creating Tomorrow Speaker: David F. Giannetto, Director of Enterprise Performance Management, Cohn Consulting Group
9:15 - 9:30	Break
9:30 - 10:30	The Genesis of Method: Critical Success Factors for Today's Top Methodologies Compare and contrast today's top methodologies, including Six Sigma, Lean, Balanced Scorecard, and EPM, learn what makes them most effective and which is most appropriate for your organization. Deliverable: Identify the missing links in your organization, and what's needed to get a real return.
10:30 - 10:45	Break
10:45 - 12:00	Segmenting the Market: Identifying & Defining Your Customer Base Decision makers must keep abreast of the continuously changing wants and needs of their customer base. Learn the most innovative practices for segmentation of the market place and defining organizational strategy and effectiveness internally as well as externally. Deliverable: Market Segmentation & Compensation Models
12:00 - 1:00	Collaborative Luncheon
1:00 - 2:15	The Human Element: Motivating & Compensating to Prompt Change You have a strategy; you have the information to manage them through goals. But how do you motivate your human capital to get the job done? Learn the latest strategies and motivation techniques to build an enduring culture and growing organization! Deliverable: Human Capital Motivation Blueprint
4:00 - 5:00	Create Conversation (facilitated roundtable)
5:00 - 5:30	Closing Comments (with drinks served)
6:00 - end	Day One Closing Event

Are today's top management methodologies more than just consulting spin, which is right for you, and what are the keys to making them actually work?

How do I identify and create value propositions for each of my customer segments?

How do I create compensation plans that motivate employees, drive performance and improve the bottom line?

“ I long believed that there was a better way to provide my organization with the information it needed but there were always too many moving pieces and too much scattered information. Giannetto... brought a clarity and focus to our environment that set us on the road to sustain greater performance. ”

—Lawrence Yellin, Controller, Fuji Film USA

How does finance deliver more value than just standard monthly close reports?

DAY TWO	
8:00 - 8:15	Recap of Day One
8:15 - 9:15	Collaboration on Proven Case Study
9:30 - 10:30	Dollars and Donuts: Integrating Finance and Operations Building a model for accessing cost has to be more than monthly close reports. Learn the latest in organizational integration strategy and create a financial/cost translation model. Deliverable: Finance/Cost center translation model
10:30 - 10:45	Break
10:45 - 12:00	Collaboration on Proven Case Study
12:00 - 12:15	Break
12:15 - 1:15	General Session & Wrap Up Speaker: David F. Giannetto

The Process Track

The Process Track reveals the interdependencies between strategic objectives, the organization's value chain, and mosaic of measures and metrics that provide management with the information they need to manage effectively. Attendees will identify those processes critical to their own organization's success, view those processes through a customer lens, and then define the measures and metrics necessary to effectively manage the new value chain.

Session Designed for:
managers of critical business processes, managers of process improvement initiatives or within departments of process excellence, project managers, and business analysts.

- How do I create a consistent view of what's important to my organization?
- What improvement efforts will make the most impact?
- How do I create a truly customer-centric organization?
- What measure and metrics drive strategic achievement and bottom line results?
- What do I do next?



DAY ONE	
8:00 - 9:15	General Session: Creating Tomorrow Speaker: David F. Giannetto, Director of Enterprise Performance Management, Cohn Consulting Group
9:15 - 9:30	Break
9:30 - 10:30	Defining Value: Identifying & Defining Critical Processes Knowing what drives your organization and the factors that lead to success is critical to sustaining organizational improvement. This session will clearly identify your value chain and its impact on your organization. Deliverable Callout: Create consistent process maps that serve as the foundation for your organization's effort.
10:30 - 10:45	Break
10:45 - 12:00	Creating A Customer-Centric Organization: Defining Your Customer Critical Path Becoming a customer-centric organization is perhaps one of the most difficult transitions an organization can make, fraught with hidden obstacles and unanticipated challenges. Learn to overcome roadblocks on the path to a customer-centric strategy, and how to get around them. Deliverable: Customer Value Chain
12:00 - 1:00	Collaborative Luncheon
1:00 - 2:15	A Mosaic of Measures: Defining Metrics to Manage By After a strategy is in place finding the right measures and metrics that will drive the organizations objectives is vital to success! This session will deliver a master blueprint for your organizations metrics and key performance indicators. Deliverable: Measurement Blueprint
4:00 - 5:00	Create Conversation (facilitated roundtable)
5:00 - 5:30	Closing Comments (with drinks served)
6:00 - end	Day One Closing Event

Wondering where to start your improvement efforts, where they'll make the biggest impact, and how to create a consistent view of what's most important to your organization?

How do I create a truly customer-centric organization?

What measure and metrics drive strategic achievement and bottom line results?

“ David Giannetto... frame(s) the essential elements of organizational excellence, and... creates a compelling, programmatic approach for success... (and) a practical, insightful, hands-on blueprint for optimal business performance. ”

—David Blansfield, Publisher, Business Performance Management Magazine

What do I do next? How do I build a Roadmap to success?

DAY TWO	
8:00 - 8:15	Recap of Day One
8:15 - 9:15	Collaboration on Proven Case Study
9:30 - 10:30	Implementation Complications: Identifying & Creating an Implementation Plan Having tools to make change is important but all the tools in the world are useless for sustainin performance if you lack a plan for implementation. Create a roadmap you can take back to your organization and implement. Deliverable: Implementation Roadmap
10:30 - 10:45	Break
10:45 - 12:00	Collaboration on Proven Case Study
12:00 - 12:15	Break
12:15 - 1:15	General Session & Wrap Up Speaker: David F. Giannetto

The Technology Track

The Technology Track provides an end-to-end understanding of how each layer of technology within the organization affects and interacts with the organization's ability to manage data, turn that data into meaningful information, and effectively execute. Attendees will identify critical source systems within their own organization, assess the meaningfulness of the data contained within these systems, and construct the preferred, best-practice, future-state of management information systems for their organization.

- What is the role of each technology in my organization?
- How do I leverage technology to get the greatest return?
- What are current IT architecture 'best practices'?
- How do I turn all this data into meaningful information?
- How do I deliver information most effectively?

Session Designed for: technology managers, application owners, project managers, customer or business facing developers, and technical analysts.

DAY ONE	
8:00 - 9:15	General Session: Creating Tomorrow Speaker: David F. Giannetto, Director of Enterprise Performance Management, Cohn Consulting Group
9:15 - 9:30	Break
9:30 - 10:30	The Role of Technology: Mapping Technology to Your Business Needs Technology should enable greater performance, but that only happens when it enables more effective and efficient business processes and decisions. Find out which applications are most critical to your success. Deliverable Callout: Define the critical applications that will enable better performance and decision-making.
10:30 - 10:45	Break
10:45 - 12:00	The Layers of Technology: Assessing & Constructing an IT Architecture Setting the direction of your information technology structure is imperative to the success of an organization's transparency, alignment and decision making process. Learn the latest trends and imperatives to modern management infrastructure. Deliverable: Future State Architecture
12:00 - 1:00	Collaborative Luncheon
1:00 - 2:15	Turning Data into Information: Analyzing & Moving Data What to do with data is as important as the tools to collect it. Learn strategies to access your organization and direct it into information that will improve the organization's bottom line. Deliverable: Information Blueprint
4:00 - 5:00	Create Conversation (facilitated roundtable)
5:00 - 5:30	Closing Comments (with drinks served)
6:00 - end	Day One Closing Event

Wondering why you have all this technology, what purpose it serves, and how to leverage it for greater effect?

How do I combine technology to get the greatest return? What are current IT architecture 'best practices'?

How do I turn all this data into meaningful information?

“ (Giannetto)... provides an innovative and refreshing view of managing performance that ties its principles to simple core tenets that have a deep impact on the organization, enabling it to succeed in an ever evolving marketplace. ”

—Michael Tipping, formerly President and CEO, performancesoft/Actuate

How do I deliver information most effectively?

DAY TWO	
8:00 - 8:15	Recap of Day One
8:15 - 9:15	Collaboration on Proven Case Study
9:30 - 10:30	Information Delivery Systems: Implementing Customer or Client Facing Applications Every system must have definitive plans, so once the information structure is built and is pumping out countless reports, it's essential that the organization can actually utilize the information and implement it into action. Learn keys to successful presentation and understanding of what makes a great interface Deliverable: Needs Analysis
10:30 - 10:45	Break
10:45 - 12:00	Collaboration on Proven Case Study
12:00 - 12:15	Break
12:15 - 1:15	General Session & Wrap Up Speaker: David F. Giannetto

Clinics Offered

Pre-Conference Clinic 1 (morning)

Delivering Financial Information to Executive and Operators: Increase Transparency and Content Value

Introduction

Every organization struggles to convert financial information found on the general ledger into the information that executives, operational managers and those responsible for managing cost center need to make more effective business decisions. Integral to this is the creation of a “fact-based” environment where budgets are not based on past performance, cultural bias, and corporate myth, but on a clear understanding of what is possible and what will determine future success.

Clinic 1 highlights

- Understand how financial data structured by the general ledger can be transitioned into multiple operational reporting formats.
- Take your financial organization beyond the monthly delivery of financial reports into the critical provider of valuable information.
- Learn how to increase the transparency of information, improving financial and operational performance, effectiveness of decision-making, and even the achievement of strategic objectives.
- Understand the role technology plays in making this all possible.

At the end of this clinic you will learn how to:

- Define the components necessary to make this possible within your organization, and the gaps that currently exist.
- Analyze your general ledger structure to identify its strengths and weaknesses and how they can be overcome.
- Define the information technology infrastructure that is required to transform information within your own environment.

Instructor: David F. Giannetto, Director of Enterprise Performance Management, Cohn Consulting Group

Create the roadmap to move your organization into the future, avoiding the common obstacles and pitfalls.

Clinics provide a small group setting for optimal learning.

Pre-Conference Clinic 2 (afternoon)

Creating the Customer Centric Organization: Finding your Customer Critical Path

Introduction

Does your company’s mission and vision statement promise to maximize customer value and deliver the best customer experience possible? Hear how today’s leading business performance management methodology can make this vision a reality, and help management understand customer expectations, improve the organization’s value proposition and determine if the organization is actually meeting those expectations.

Clinic 2 highlights

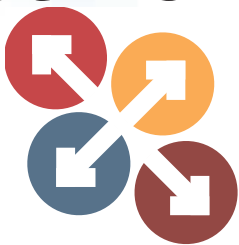
- Understand and define your Customer Critical Path.
- Make the revolutionary shift from product-centric to customer-centric.
- Learn how to differentiate your organization, and grow market share and customer lifetime value.

At the end of this clinic you will learn how to:

- Define your customer critical path, those processes which most impact customer satisfaction.
- Define the technology that has the most influence over your organization’s ability to satisfy your customer, while reducing costs.
- Define the qualitative and quantitative measures and metrics needed to manage effectively.
- Create the roadmap to move your organization into the future, avoiding the common obstacles and pitfalls.

Instructor: David F. Giannetto, Director of Enterprise Performance Management, Cohn Consulting Group

Network. Learn. Enjoy.



Join the Management Discussion. People. Ideas. Community.

Log in after registration and maximize your learning experience:

- Online business network
- Targeted networking
- Establish peer groups
- Easy to use online format

Welcome reception

Tuesday June 2, 5-6:30 p.m.

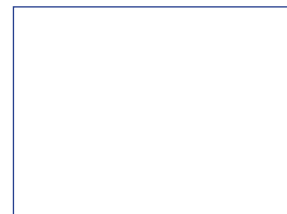
Don't miss this great opportunity to kick-off the conference, meet with peers, speakers, and sponsors and the second annual Global Performance Forum welcome reception!



Conference reception

Wednesday June 2, 5 p.m.

Cap of the day's activities with drinks and appetizers. Join our sponsors for prizes or just enjoy and network with your peers. Ask us about our industry dinners!!



One-on-One meetings

We understand that networking and creating lasting contacts can be difficult at events. To help facilitate meetings we have introduced an electronic meeting system. It's simple, during registration you'll have the opportunity to opt-in. Two weeks prior to the event, we'll send out meeting information and you can start developing your meeting schedule before you arrive.

Sponsors



Cohn Consulting Group, a division of J.H. Cohn LLP, works with client management to develop and implement growth and profit strategies that create breakthrough performance improvements in an organization's people, processes, technology, and intelligence, with focuses in Enterprise Performance Management, Corporate Governance and traditional management consulting.



i-nexus software helps large companies deliver dramatic improvements. Our focus is on results and our proven approach has enabled global leaders including Pfizer, Vodafone, Carl Zeiss, Alstom, AREVA, Staples, Dresser, Royal Bank of Scotland and Harley Davidson to accelerate improvement and deliver hundreds of millions of dollars in bottom line benefits.

i-nexus is a trading division of i-solutions Global, with corporate headquarters in the UK and regional offices in Europe, North America and Asia .

Media Partners



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For groups of 3 or more, please call or email Byron Mignanelli,
byron@GSMIweb.com or 619.269.6256

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Conference Tuition

Early bird tuition	\$1,795
Regular tuition	\$1,995
Early bird government / non-profit tuition	\$1,695
Regular tuition government / non-profit	\$1,895
Clinics	\$ 495 each

For groups of 3 or more, please call or email Byron Mignanelli, byron@GSMIweb.com or 619.269.6256

Administrative Note: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. GSMI is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

Venue

Sustaining Superior Performance will be held at the Buena Vista Palace Spa & Resort. A limited number of rooms have been reserved at a discount rate of \$205. Contact the hotel before May 2, 2008 to receive the discounted rate. Also, please make sure to ask for the GSMI conference rate when you call for reservations.

Hotel: Buena Vista Spa & Resort
Address: 1900 Buena Vista Drive
City, State Zip: Lake Buena Vista, FL 32830
Reservations: 866.397.6516