



Pre-conference webinar *Friday, March 3, 2017, 11:30 AM CST* with

Gary Cokins

Key Note Speaker

INTERNATIONAL SOCIETY FOR PERFORMANCE IMPROVEMENT CONFERENCE 2017



YOU ARE INVITED TO JOIN US IN A FREE WEBINAR: Friday, March 03, 11:30 AM – 12:30 CST

Experience leading edge know-how in a webinar with our Key Note Speaker Gary Cokins.

If you are interested to understand an Executive perspective on performance improvement and take an integrated view across different approaches, then you will not want to miss this webinar.

Please register for ISPI Gary Cokins Webinar on Mar 3, 2017 11:30 AM CST at:

<https://attendee.gotowebinar.com/register/409645428120979459>

After registering, you will receive a confirmation email containing information about joining the webinar.

Learn the following in this mind challenging event.

Analytics-based Enterprise Performance Management

Many organizations are far from where they want and need to be with improving performance, and they apply intuition, rather than hard data, when making decisions. Enterprise performance management (EPM) is now viewed as the seamless integration of managerial methods such as strategy execution with a strategy map and its companion balanced scorecard (KPIs) and operational dashboards (PIs); enterprise risk management (ERM); capacity-sensitive driver-based budgets and rolling financial forecasts; product / service / channel / customer profitability. Each method should be embedded with business analytics of all flavors, such as correlation, segmentation, regression, and clustering analysis; and especially predictive analytics as a bridge to prescriptive analytics to yield the best (ideally optimal) decisions. Gary's presentation will describe how to complete the full vision of analytics-based enterprise performance management.

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THE PRE-CONFERENCE WEBINAR WILL COVER:

- **How all levels of management can quickly see and assess how they are doing on what is important – typically with only a maximum of three key performance indicators (KPIs).**
- How strategy maps and their companion balanced scorecards communicate strategic objectives with target-setting to **help cross-functional employee teams align their behavior to the strategy and better collaborate.**
- How activity-based cost management (ABC/M) provides not only accurately traced calculated costs (relative to arbitrary broad-averaged cost allocations), but more importantly **provides cost transparency back to the work processes and consumed resources, and to what drivers cause work activities.**
- Reforming the broken annual budgeting process with performance based budgeting that **links strategy to operations and is process volume sensitive rather than simply incremental at each cost center.**
- Why business analytics, with **emphasis on predictive analytics and pro-active decision making**, is becoming a competitive advantage differentiator and an enabler for trade-off analysis.

Take-aways:

View enterprise and corporate performance management (EPM/CPM) as the seamless integration of managerial methods rather than as a process.

- Understand how business analytics is an advance over business intelligence and where Big Data fits in.
- How to identify and differentiate strategic KPIs in a balanced scorecard and operational performance indicators (PIs) in dashboards.
- How to properly calculate product, service-line, channel, and customer profitability for analysis, insights and actions.
- How to perform “predictive accounting” for capacity-sensitive driver-based budgets / rolling financial forecasts, what-if analysis, and outsourcing decisions
- How to overcome implementation barriers such as behavioral resistance to change and fear of being held accountable.



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Why should anyone attend? The fear, uncertainty, and doubt (FUD) concerns

Many organizations struggle answering these types of questions:

How well do our managers and employees understand our executive team's strategy?

Are we measuring the right metrics?

If we are measuring key performance indicators (KPIs), are they "balanced" between financial outcomes and the non-financial measures related to customer loyalty, process improvement, employee learning & growth, and innovation?

Are we measuring too many strategic KPIs where many are arguably operational performance indicators (PIs)?

Are our product and service-line costs accurate? Or are our accountants mis-allocating indirect expenses (i.e., overhead support)?

Do we measure non-product channel and customer costs to report profit or loss by each customer?

How effective is our annual budgeting process? Does its benefit exceed the costs to produce it?

Is the budget out of date within a few months after it is published?

Do experienced managers "pad" their department's budgets?

Is consolidating cost center budgets bottom-up cumbersome?

Do we understand incremental / marginal expense analysis classifying the behavior of our resource capacity expenses as sunk, fixed, step-fixed, or variable based on the planning time horizon?

Are many of our decisions based on intuition or experience rather than on fact-based data?

How much competency does our organization have with analytics?

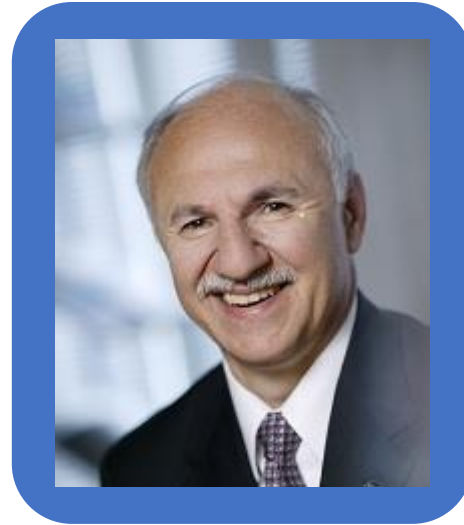
How much resistance to change does our organization have that is slowing our adoption rate of progressive managerial methods?

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About Gary Cokins

Gary Cokins is an internationally recognized expert, speaker, and author in performance improvement systems and advanced cost management.

Gary received a BS degree with honors (Tau Beta Pi; Alpha Pi Mu) in Industrial Engineering/Operations Research from Cornell University in 1971. He was two year varsity football letterman. He received his MBA with honors (Beta Gamma Sigma) from Northwestern University's Kellogg School of Management in 1974.



Gary began his career as a strategic planner with FMC Corporation and subsequently served as Financial Controller and Operations Manager with FMC's Link-Belt division. In 1981 Gary began his management consulting career first with Deloitte Consulting. Next with KPMG, Gary was trained on activity-based costing (ABC) by Harvard Business School Professors Robert S. Kaplan and Robin Cooper. With KPMG working with Dr. David Norton, Gary was also involved with initial research that led to the development of the Balanced Scorecard. Prior to joining SAS, Gary headed the National Cost Management Consulting Services for Electronic Data Systems (EDS). In 1996 Gary joined ABC Technologies that was acquired in 2002 by SAS, a leading provider of enterprise performance management and business analytics software headquartered in Cary, North Carolina. At SAS he was a principal consultant and retired in 2012.

Gary was the lead author of the acclaimed An ABC Manager's Primer sponsored by the Institute of Management Accountants (IMA). Gary's second book, Activity Based Cost Management: Making it Work, was judged by the Harvard Business School Press as "read this book first." A reviewer for Gary's third book, Activity Based Cost Management: An Executive's Guide said, Gary has the gift to take the concept that many view as complex and reduce it to its simplest terms." This book was ranked number one in sales volume of 151 similar books on BarnesandNoble.com. Gary has also written Activity Based Cost Management in Government. His three most recent books are Performance Management: Finding the Missing Pieces to Close the Intelligence Gap; Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics; and Strategic Business Management: From Planning to Performance.

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Mr. Cokins has participated and served on committees including: CAM-I, the Supply Chain Council, the International Federation of Accountants (IFAC), the Institute of Management Accountants, the AICPA, and the American Association of Accountants (AAA).

Mr. Cokins serves on board of advisors or faculties and regularly posts articles for www.kpilibrary.com, www.smartdatacollective.com, Business Finance magazine's bigfatfinanceblog.com/, www.information-management.com, and www.informs.org . He served with Professor Robert S. Kaplan on the International Monetary Fund's activity-based costing advisory panel.

Unrelated to his work career, Gary is very proud to have his project from his junior year at Cornell, programming a baseball game simulation with his fraternity brother Pete Watzka, be accepted by the National Baseball Hall of Fame in Cooperstown, NY as the oldest computer baseball game. His two grandsons are very impressed.

About THE Performance Improvement Conference

WHEN AND WHERE?

April 30 – May 2, 2017 – Le Centre Sheraton Hotel, Montreal Canada

PROSPECTUS & ATTENDEE PROFILE

The International Society for Performance Improvement's Conference and Exhibition brings together 600-800 ISPI members, non-members, and staff generating maximum exposure for exhibitors and sponsors to top practitioners and researchers in the field of Performance Improvement, Performance Management, Instructional Design, Training and Development, e-Learning, Organizational Development, and Human Resources. Subject matter experts present trends and developments in the Future of Work.

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WHO ATTENDS?

This year's prime Montreal, Canada, location is sure to create maximum opportunity for you to meet with influencers in the Performance Improvement Industry from highly regarded organizations and academic institutions. Networking opportunities with C-suite executives, performance improvement consultants and directors, senior global learning and development directors, human resource professionals, academic directors, professors, researchers, and many more. Connect with decision makers looking to expand on their current success with your solutions, services, and products.

WHY EXHIBIT? WHY SPONSOR?

With so many opportunities to make connections, this annual conference provides a cost-effective way to connect with individuals seeking cutting-edge products and solutions which will transform the way they work. We are looking for innovative product, service, and solution providers and partners who want to connect with decision makers and build solid relationships. This conference will allow you to start the conversation with industry influencers.

Your exhibitor or sponsor investment includes access for two (2) of your representatives to attend educational sessions and networking events.

HOW CAN I GET REGISTERED, GET HEARD, AND BE SEEN?

SPONSOR opportunities are available for opening keynote, general session luncheons, conference tote bags, conference badge holders, conference wi-fi, awards reception, career center, executive roundtable, university case study, refreshment breaks, closing cocktail reception, as well as full, ½, and ¼ page advertising in the 75-100 page, full-color program.

Sponsorship opportunities are going fast – Contact Us hello@ispisponsor.com to Secure Yours Today

EXHIBITORS Exhibit Hall Space is limited to table top booths. The Exhibitor booth fee of \$2500 includes the table space and two (2) conference registrations. Additional Exhibitor conference registrations can be purchased for a discounted rate.

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**Join ISPI in Montreal, Canada,
April 30-May 2, 2017.**

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