Performance-Based Contracting

Achieve Full Compliance with SARA

Three Options for Planning and Implementing Performance-Based Contracts



Option 1
Performance-Based Contract Training Forums

Attend one of our publicly offered, two-day training sessions featuring the latest best practices and innovative strategies:

- April 21-22, 2004
- July 14-15, 2004
- November 17-18, 2004

Option 2
In-House Facilitation and Sessions

Utilize customized, in-house sessions that will train your contracting team on developing and implementing performance-based contracts

Option 3
Performance-Based Contract Development Services

Development, review and improvement of your agency's performance-based contracts by our expert consulting staff

Increase Cost Efficiency and Achieve Your Agency's Mission through Performance-Based Contracting

3 Proven Ways to Develop Performance-Based Contracts

Are Your Contracts Focusing on Results?

Aggressive Leadership...

"Each year the federal government spends over $200 billion buying goods and services. More than half of that is now spent on services, making services the government's single largest spending category. With these reforms, we ensure that we're spending that money more wisely."

— **Representative Tom Davis,** Chairman, Committee for Government Reform, U.S House of Representatives, referring to the Services Acquisition Reform Act (SARA)

Demonstrating Results...

"As the federal government strives to outsource more goods and services, the effective use of performance-based contracting becomes increasingly important."

— **Contract Management**

New Guidance...

"Ensure that the Federal acquisition workforce acquires new skills and a new perspective to enable it to contribute effectively in the changing environment of the 21st century."

— **Services Acquisition Reform Act**

Dear Government Contracting Professional:

With the recent Congressional approval of the Services Acquisition Reform Act (SARA), the government has mandated that its contracts are performance-based. Agencies are now required to develop and manage contracts which focus on results, not on how the activity is carried out. This new legislation has also established new guidelines and restrictions for government contracts which can often be confusing without proper training. In order to comply with the new mandates, it is essential that your agency receive updates on the latest best practices and innovative strategies for successfully developing, implementing and maintaining performance-based contracts.

Option 1 Performance-Based Training Forums

We Teach You to Meet New PBC Requirements

The Performance Institute is pleased to sponsor comprehensive training programs on *Performance-Based Contracting* in order to help you meet the challenges of successfully building and implementing performance-based contracts. These two-day, comprehensive events, which are open to all agencies, feature updates and showcase best practices in order to help your agency acquire services utilizing performance-based contracts. Forums help your team achieve cost efficiency and deliver results to your agency and the taxpayer.

Option 2 In-House Facilitation and Sessions

We Help Your Team Develop Performance-Based Contracts

Many agencies prefer to have a customized, in-house session to help their team build a performance-based contract from the bottom up. In-house training is cost-efficient and is conducted by accomplished experts in performance-based contracting. Actual projects from the client agency are used during the training program – providing real life, practical examples for agency staff.

Option 3 Performance-Based Contract Development Services

We Develop, Review and Improve Your Performance-Based Contracts

The Performance Institute offers expert and proficient performance-based contracting consulting services to develop your agency contracts from the ground up. Our experts can build your performance-based contracts for you – offering a proven and cost-efficient way of meeting new legislative requirements. Moreover, the Institute can help evaluate, redesign and supplement your entire performance-based contracting development and management process.

Developing contracts which focus on performance and results are critical to building a cost-efficient, accountable and transparent government. These three options described above are different, yet all offer effective ways to achieve this outcome. We look forward to working with you!

Sincerely,



Michael Hoffman
Director, Center for Contracting and Outsourcing
The Performance Institute

Comply with SARA Regulations that Mandate PBC

Option 1

Performance-Based Contract Training Forums

During our two-day training, you will learn to successfully plan, develop, implement and measure performance-based contracts that deliver results. Also, examine best practices and the latest legislative updates that will assure that you are aware of the latest developments in the performance-based contracting field.

April 21-22, 2004
July 14-15, 2004
November 17-18, 2004

The Performance Institute
1515 North Courthouse Road, Arlington, VA 22201
(Courthouse Metro)

Day One Agenda

8:30 **Registration and Continental Breakfast**

9:00 **Update on Performance-Based Contracting Best Practices and Administration Mandates**
- Understand the latest executive and legislative mandates
- Hear the latest issues addressing development and implementation of performance-based contracts
- Examine best practice models of performance-based contracts

Seven Step Framework for PBC

10:00 **Step 1: Establish the Team**
- Benchmark the purpose, objective and projected outcome of a contract
- Clearly identify and define the roles and responsibilities of all participants, including vendors
- Create a link between the program's mission and it's individual team members

Step 2: Decide Which Problem Needs Solving
- Learn to effectively assess current levels of performance
- Determine the key components of a successful contract
- Link acquisitions to organizational mission and performance objectives

12:15 **Networking Luncheon**

1:15 **Step 3: Examine Private-Sector and Public-Sector Solutions**
- Conduct efficient and productive market-sector research
- Improve contract development by effectively utilizing private-sector input before writing PWSs and crafting SOOs
- Apply experience from public-sector counterparts

Step 4: Develop a Performance Work Statement (PWS) or Statement of Objective (SOO)
- Learn the key components of a PWS and a SOO
- Hear effective techniques for comparing strengths and weaknesses of both methods
- Gain essential insight on when to use a PWS versus a SOO

4:30 **Adjourn**

Day Two Agenda

8:30 **Continental Breakfast**

9:00 **Step 5: Decide How to Measure and Manage Performance**
- Learn to identify key performance measures relevant and useful to contracts
- Use "logic modeling" as a tool for establishing clear "end-outcome" and "intermediate-outcome" goals and determining performance measures
- Craft and utilize statements of work and objective

Step 6: Select the Right Contractor
- Learn to interpret past performance to predict future results
- Determine the "best value" when presented with a diversity of proposed services
- Tackle potential conflicts of interest

12:15 **Networking Luncheon**

1:15 **Step 7: Manage Performance**
- Learn to establish a clear line of performance accountability
- Incorporate the contractor into the team to improve results
- Maintain continued measurement during the contract to improve further results

2:45 **Application Session: Drafting Performance Work Statements**

During this session, participants will able to acquire hands-on tools to write clear performance work statements and design effective contracts to ensure quality service and cost efficiency.
- Identify concepts, models and techniques for identifying and selecting outcomes for your program
- Use the Logic Model to connect workforce activities to program objectives
- Learn to focus on results and provide flexibility

4:45 **Adjourn**

Develop Contracts that Produce Results

Venue:
Performance-Based Contracting will be held at The Performance Institute in Arlington, VA, just one block east of the Courthouse Metro stop on the Orange Line. A public parking garage is located inside the building. Plus, continental breakfast and catered lunch will be provided for all delegates.

Hotel Information:
The Performance Institute is located just two blocks from the Quality Courthouse Hotel and Hilton Garden Inn, where a limited number of rooms have been reserved at discounted rates ($129 for the Quality Courthouse and $159 for the Hilton Garden Inn). Please call the hotel to make reservations and be sure to ask for the Performance Institute conference rate.

Hilton Garden Inn
133 N Courthouse Rd
Arlington, VA 22201
703-528-4444

Quality Courthouse
1200 N Courthouse Rd
Arlington, VA 22201
703-524-4000

Tuition Rates:
The fee to attend ***Developing Performance-Based Contracts*** is: $1095

Group discounts are available!
Contact Geoff Eisenberg at the Performance Institute by calling 703-894-0481 or email him at eisenberg@performanceweb.org for more information.

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 6 months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

Who Should Attend:

- **Chief Acquisition Officers**
- **Senior Procurement Executives**
- **Federal Contract Administrators**
- **State Contract Administrators**
- **Local Contract Administrators**
- **Procurement Officials**
- **Acquisition Managers**
- **... and all other government professionals involved in performance-based contracting!**

Option 2

In-House Facilitation and Sessions



The Performance Institute can design customized, cost-efficient methods to educate and train staff on the successful development and implementation of a performance-based contract.

- Provide an in-house walk-through of the Seven-Step Framework for performance-based contracts
- Successfully train staff to develop performance work statements
- Utilize actual and useful examples from your agency
- Train staff to develop a performance-based contract that will comply with the Services Acquisition Reform Act (SARA) and deliver results to your agency and the taxpayer

Training is conducted by accomplished veterans of performance-based contracting using actual projects from the client agency during the program providing real life, practical examples for your staff. The Performance Institute will assist in conducting a thorough assessment of your agency goals and align them to draft relevant performance work statements. Using the seven step framework, our staff will assist your agency in successfully developing, implementing and measuring a performance-based contract.

Performance-based contracting is leading the way helping to ensure that results are delivered to the taxpayer as stated in the President's Management Agenda. The Performance Institute provides comprehensive and lasting solutions for all areas of the PMA in an effort to create a more efficient, accountable and transparent government.

rmance-Based Contracts



GSA Schedule

Easy Access to Institute Services through MOBIS
(PI MOBIS Contract Number: GS-10F-0261M)

A PBC Awards Program

The Performance Institute firmly believes that the implementation of agency best practices is the strongest source for delivering government-wide change. In an ongoing effort to provide a source for best practices at government agencies, the Performance Institute is accepting nominations for "2004 Excellence in Performance-Based Contracting Awards," with recipients announced later this year.

If you believe one of your agency's performance-based contracts deserves recognition and would like to be nominated, or you would like to check for updates and postings of government best practices, please visit us at www.performanceweb.org

Be Aware of the Latest Developments in Performance-Based Contracting in:

- ✔ **Legislation including the Services Acquisition Reform Act (SARA)**
- ✔ **Seven Step Framework**
- ✔ **Drafting Performance Work Statements**
- ✔ **Contract Management**
- ✔ **Incentives for performance**

Option 3

Performance-Based Contract Development Services

The Institute offers expert and proficient PBC consulting services to develop contracts that focus on results and outcomes. By developing a contract that targets your project mission, you can create a cost-efficient method for acquiring services by utilizing:

- Expert development of PWS
- Contracts compliant with the Services Acquisition Reform Act (SARA)
- Cost-efficient, accountable and performance-based services

Performance-based contracting consulting services can handle your contract process and provide a cost-efficient solution that will deliver results to the taxpayer. Through the use of the Performance Institute's Government Performance Logic Model and other innovative tools, consulting services are able to align performance-based contracts with agency goals.

The Performance Institute consulting services utilize best practices and implementation models for performance-based contracts to ultimately create an efficient government that delivers results.

Building a Performance-Based Contract
Seven Steps Using the Logic Model

Input	← Activities	← Outputs	← Intermediate Outcomes	← End Outcomes
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Primary Measures for SOO

Primary Measures for SOW

Step 1: Establish the Contracting Team
Step 2: Identify Scope and Anticipated End Outcomes
Step 3: Examine Private-Sector and Public Sector Solutions
Step 4: Select Performance Measures (Intermediate Outcomes, Outputs and Work Processes)
Step 5: Develop a PWS or SOO
Step 6: Select Contractor

with the Latest PBC Innovations

The Performance Institute
1515 N. Courthouse Rd. Suite 600
Arlington, VA. 22201

Option 1 Performance-Based Contract Training Forums

Dates Offered: April 19-20, 2004, in Arlington, VA
July 12-13, 2004, in Arlington, VA
November 15-16, 2004, In Arlington, VA

Tuition Rate: $1095

Group discounts are available for groups of three or more. Contact Geoff Eisenberg for more information at 703-894-0481 or eisenberg@performanceweb.org.

It is highly recommended that each attendee bring a copy of a statement of work from your agency to the training. Doing so provides real life examples for attendees.

Option 2 In-House Facilitation and Sessions

In-house training provides a customized, cost-efficient means to educate your staff in performance-based contracting. This hands-on, educational forum facilitates team-building and project-planning and is tailored to the specific needs of your agency.

To find out more about in-house training, please call Geoff Eisenberg at 703-894-0481 or e-mail eisenberg@performanceweb.org.

Option 3 Performance-Based Contract Development Services

The Institute offers expert and proficient PBC consulting services to develop contracts that focus on results and outcomes. Our expert consulting staff will come to your agency for the development, review and improvement of your performance-based contracts.

To schedule your free consultation please call Geoff Eisenberg at 703-894-0481 or e-mail eisenberg@performanceweb.org.

Priority Code: C136-WEB