# Manage the Future of Your Program... Today!

## 2004 Best Practices Forum on

# Strategic Planning and Change Management in Government

Developing Effective Management Plans to Improve Agency Performance

**Jan. 22-23**
**Arlington, Va.**

Sponsored By:
The Performance Institute

www.performanceweb.org/performancemanagement

### Develop an Effective Strategic Plan Linking Performance to Results

Create clearly defined end outcomes and develop strategies to best link your resources to meet your agency's GPRA goals

### Defining Strategies and Intermediate Outcomes

Use a Strategic Issue Landscape Assessment to determine what steps must be taken in order to implement your strategic plans and fulfill your agency's mission

### Build Stakeholder Support

Obtain the input of internal and external stakeholders to ensure your plans are fully integrated with your agency's mission

### Manage Responses to Change

Assess organization culture to ensure readiness for adoption of new performance plans and accountability requirements




Integrate your performance plans with your agency's mission!

## Call 703-894-0481 For More Information!

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## AGENDA

Faculty includes:

**Carl DeMaio**, The Performance Institute/ Reason Foundation
**Jeffrey Bergin**, The Performance Institute

### Day One: January 22, 2004
## Developing a Strategic Plan

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|---|---|
| 8:00 | Registration and Continental Breakfast |
| 9:00 | Keynote Overview: Strategic Planning Integrating GPRA and PMA |

The Government Performance Logic Model

| | |
|---|---|
| 9:45 | Step One: Managing Senior Leadership Involvement, Stakeholder Dialogue, and Project Planning Teams |
| 10:30 | Step Two: Defining Agency Mission |
| 11:15 | Step Three: Defining Outcome Goals |
| 12:15 | Networking Luncheon |
| 1:15 | Step Four: Issue Landscape Assessment (Internal and External SWOT Analysis) |
| 2:00 | Step Five: Defining Strategies and Intermediate Outcome Goals |
| 3:15 | Step Six: Program Alignment and Workload/Output Goals |

### Day Two: January 23, 2004:
## Managing Change in Government

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|---|---|
| 9:00 | Managing Organizational Change in Government |
| 10:00 | Assessing Internal and External Resistance to Change |
| 11:00 | Developing Change Management Strategies: Gauging Initiatives for Individuals, Teams, and the Organization |
| 12:00 | Networking Luncheon |
| 1:00 | Role of Effective Internal and External Communications in Leading Change |
| 2:00 | Case Study One: Implementation of Effective Strategic Plans and Change Management Strategies: Department of the Interior |
| 3:00 | Case Study Two: Application of Strategic Plan in Government Organization: Chesterfield County, Virginia |
| 3:45 | Assessing Organizational Response and Performance: Ongoing Assessment of the decision-making and the change initiatives occurring in the organization. |

**For complete descriptions of each presentation, please visit:**

**www.performanceweb.org/performancemanagement**

## Venue
The 2004 Best Practices Forum on Strategic Planning and Change Management 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.

The Performance Institute
1515 N. Courthouse Rd., Suite 600, Arlington, VA 22201
703-894-0481

## Hotel
The Performance Institute is located just two blocks from the Quaity Courthouse Hotel, where a limited number of rooms have been reserved at a discounted rate of $129 per night. Please call the hotel to make reservations, and be sure to ask for the Performance Institute rate.

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

## Tuition
The fee for attending the 2004 Best Practices Forum on Strategic Planning and Change Management is $1095

## Group Discounts
Reduced tuition rates for delegates who attend in groups of three or more are available by calling Blake Zach at 703-894-0481, or emailing him at zach@performanceweb.org