Manage the Future of Your Program… Today!

Strategic Planning

FOR GOVERNMENT

Developing Effective Strategic Plans to Improve Agency Performance

April 1-2, 2004
Arlington, Virginia

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

Define 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

Drive Performance Through Your Organization
Communicate the goals and measures of your strategic plan and the implementation and ownership within the agency

Presented By:

The Performance Institute





Specifically Designed For:

- Directors of Strategic Planning
- Program Managers
- Program Analysts
- Budget Officers
- Performance Analysts
- Agency Executives
- And ALL managers who want to improve results!

Develop Effective Management Plans to Improve Agency Performance!

Strategic Planning for Government

AGENDA

Day One Agenda: April 1, 2004

9:00 Strategic Planning Mandates and Trends
- Government Performance and Results Act (GPRA)
- President's Management Agenda (PMA)
- Strategic planning lessons from the federal, state and local levels

10:00 Strategic Planning Framework
- Instruction on a strategic management framework
- Instruction on Logic Model methodology
- Designing a strategic planning process to solicit internal and external feedback

12:00 Networking Luncheon

1:00 Defining Mission and Outcome Goals
- Developing an effective, statute-based mission statement
- Including a vision statement with organizational values and principles
- Establishing outcome goals to drive mission-aligned organizational results

2:45 Break

3:00 Strategic Issue Analysis
- Conduct a comprehensive landscape assessment that analyzes issues faced by a government program
- Lead a SWOT analysis and center-of-gravity analysis
- Examine issue research, program evaluations, policy studies and stakeholder input

4:00 Adjourn

Day Two Agenda: April 2, 2004

9:00 Defining Strategies for Achieving Results
- Examine the costs and benefits of strategic alternatives
- Define intermediate outcome impacts on attitudes, behaviors and conditions
- Justify program strategies with policy analysis and organizational assessments

10:15 Break

10:30 Aligning Program Outputs and Activities to Strategic Plan
- Cascade outcome goals and strategies to the program level
- Define activities to achieve desired results

12:00 Networking Luncheon

1:00 CASE STUDY: Strategic Planning Best Practice
- Examine the strategic planning process and results from an agency example

2:00 APPLICATION SESSION: Scenario and Planning Exercise
- Analyze an issue scenario by applying the SWOT and center-of-gravity assessment models
- Define mission, outcome goals, strategies, outputs and activities
- Decide roll-out of strategic plan to achieve organizational change

4:00 Adjourn

www.performanceweb.org

April 1-2, 2004

Develop a Strategic Plan by Bringing This Program In-House



The Performance Institute offers customized one-, two-, and three-day education programs to federal and state agencies that wish to train staff members in their own facility. In-house training provides a curriculum tailored specifically to your office, program or agency in a cost-efficient way. Using the Logic Model and other cutting-edge tools and strategies, our experts will work with you to produce practical, efficient performance measures and a comprehensive performance-based strategic plan. If you'd like, your strategic plan can be analyzed and built upon during the training. Your staff will complete the training with a performance measurement system that can be implemented immediately. They will also acquire the tools to adapt, evolve and ultimately create new, highly useful measures on their own. For more information about the in-house training options available to you, please contact Shawn Keeley at 703-894-0481 or Keeley@PerformanceWeb.org.

How Do I Register?

Call the Performance Institute at 703-894-0481 or visit us online at www.performanceweb.org.

Venue

Strategic Planning for Government will be hosted at The Performance Institute in Arlington, Virginia, just one block east of the Courthouse stop on the Orange Line of the D.C. Metro. A public parking garage is located inside the building. Continental breakfast and a catered lunch will be provided for delegates on each day.

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 Quality Courthouse and Hilton Garden Inn, where limited numbers of rooms have been reserved at discounted rates of $129 for the Quality Courthouse and $159 for the Hilton Garden Inn. Call the hotel directly to make reservations and be sure to ask for the Performance Institute conference rate.

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

Hilton Garden Inn
1333 N Courthouse Rd. • Arlington, VA 22201 • 703-528-4444

Tuition

The fee to attend *Strategic Planning for Government* is $1095.

Group Discounts

Reduced tuition rates for delegates who attend in groups of three or more are available by calling Shawn Keeley at 703-894-0481 or e-mailing him at *Keeley@PerformanceWeb.org*.

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. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

Part of the Government Performance Management Certification Program

For more information about the program, please visit: www.performanceweb.org



Strategic Planning for Government

REGISTRATION FORM

To Register:

1. Call 703-894-0481
2. visit www.performanceweb.org
3. or fax this form to 703-894-0482

DELEGATE INFORMATION

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