Create Performance Measures to Meet OMB Mandates!

Bring Along Your Agency's Measures!

2005 Best Practice Forum:

Show Me the Measures!

Developing and Using Performance Measures in Government



Logic-Model Your Way to Key Performance Measures
Get hands-on application and implementation training on the Government Performance Logic Model

Review "Best-in-Class" Performance Measures for Government
Return to your office with a set of "best-in-class" measures designed to improve your program's performance

Develop Performance Measures for Multiple Government Functions
Design clear, functional and mission-aligned performance indicators

Design and Implement a Performance Measurement System
Overcome management deficiencies by developing a reliable system to measure performance and accountability

Presented by:

The Performance Institute

Receive CPE Credits and Meet the Latest Performance Mandates

January 27-28, 2005
Arlington, VA
The Performance Institute

Align Performance Measures with PMA Initiatives!

What Gets Measured Gets Done

Dear Government Executive,

As we move closer and closer to a performance-based government, agencies are scrambling to establish measures and performance plans for the myriad of programs under their supervision. The increased focus on performance goes hand-in-hand with an important increase in government transparency. Legendary management analyst Peter Drucker once said, "What gets measured, gets done." Trumpeted by executive officials across the country, from mayors to governors and even the President, the use of performance measures in government programs has proven to be a highly effective tool for program budgeting and resource allocation.

Identifying and Adapting Performance Measures for Your Program

One hurdle in this process has been the creation of efficient measures that track program success and accountability. Through outcome-oriented performance measures, managers can track program success by adhering to an over-arching set of measures to dictate the outcomes, strategies and outputs of their program. If you are having difficulty identifying results-oriented performance measures or are struggling to integrate them into your program, do not miss The Performance Institute's ***Show Me the Measures! Developing and Using Performance Measures in Government*** on January 27-28, 2005 in Arlington, Va.

Use Performance Measures as a Strategic Planning Framework

The absence of a solid performance management system has weakened the performance measures used by many government programs. Utilizing the Government Performance Logic Model, you can establish end- and intermediate-outcomes, as well as the strategies needed to reach them. The Logic Model provides the glue for all functions, resources and results, and can work with any performance measurement system at your agency. We'll show you how to implement this framework so that you can develop common performance measures on your own and ensure repeated success in your program.

Show Me the Measures! Developing and Using Performance Measures is a "can't miss" event for anyone involved in managing government performance. Utilize the methodology and strategies provided to improve the performance and accountability of your program. Register by calling us at 703-894-0481 or visit us online at www.performanceweb.org. I look forward to seeing you in January!

Sincerely,

Chris Braddock

Chris Braddock
Associate Director
The Performance Institute

Day One Agenda: January 27, 2005

8:30 **Registration and Continental Breakfast**

9:00 **Updates on Performance Measure Mandates and Guidelines**
- OMB criteria for effective outcome performance measures
- Aligning output performance measures to program outcome measures
- Using performance measures to monitor and communicate programmatic success

10:00 **Develop a Performance Management System in Government to Drive Results**
- Promote good management by using measures to monitor program performance
- Involve stakeholders and senior leadership in the measure selection process
- Develop critical success factors for an effective measurement system

12:00 **Networking Luncheon**

1:00 **Outcome Measures: Defining Measures Using the Logic Model**
- Use the Logic Model and discuss best practice outcome measures
- Establish clearly defined end and intermediate outcomes
- Develop measures to communicate internal and external priorities

2:15 **Break and Refreshments**

2:30 **Strategy Measures: Developing "Intermediate Outcome" Performance Measures Linked to Program Strategy**
- Assess changes in your organization in order to attain outcome goals
- Integrate strategies with outcomes to eliminate barriers to improving program performance
- Utilize application assignment to examine particular strategies and objectives for your program

3:30 **Output Measures: Developing Performance Measures that are Aligned to Organizational Goals and Strategies**
- Aligning outputs to strategies to ensure logical flow of products and services
- Identifying key activities that lead to each individual output
- Collecting quality measures that communicate the effectiveness and efficiency of organizational output

4:30 **Adjourn**

Day Two Agenda: January 28, 2005

8:30 **Continental Breakfast**

9:00 **Develop Managerial Excellence Measures for Government Functions**
- Identify performance measures for management functions
- Improve managerial excellence to leverage programmatic success
- Ensure management reform and initiatives align to mission of organization

10:30 **Application Session: Model Performance Measures for Work Process Mapping and Cost-Efficiencies**
- Examine the efficiency and effectiveness of your organization's business processes and link the measures used to evaluate their success
- Develop ideal measures for your organization that can be managed and applied
- Utilizing ratio analysis to study measures to ensure they are providing you with a sound return on investment

12:00 **Networking Luncheon**

1:00 **Collect and Report Performance Information**
- Identify key strategies to collect hard-to-measure outcomes
- Develop communication and reporting plans to "roll-up" performance measures
- Ensure performance information is consistent, valid and pertinent to organizational goals

2:00 **SHOW ME THE MEASURES: Model Performance Measures for Citizen-Centered Customer Service**
- Streamlining your customer service measures
- Make sure all your measures are useful: implementation across functions
- Implement the Logic Model Methodology

4:30 **Adjourn**

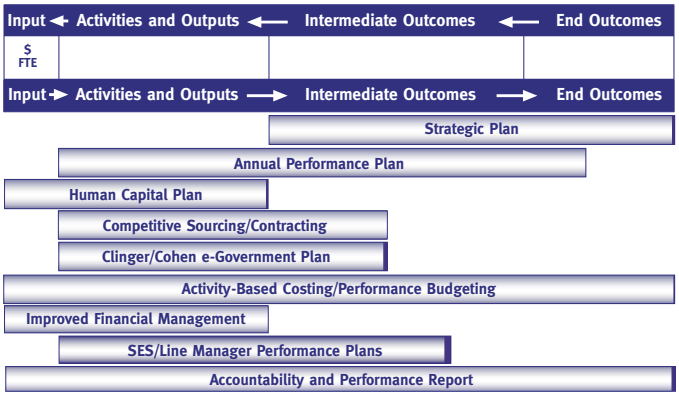
Show Me the Measures!

Instructors:
Robert Tettelbach, *Vice President for Consulting and Training, The Performance Institute*
Ken Miller, *Founder of Change Innovation Agency*

METHODOLOGY COVERED

This training will focus on developing performance goals and measures by applying the Government Performance Logic Model framework as a template for program management. Through the establishment of outcome-oriented performance measures, program managers will be able to communicate and monitor the success of annual and long-term performance goals.

The Government Performance Logic Model ™



Five Reasons to Attend this Conference:

1. Craft effective performance measures for your mission and cross-cutting functions
2. Cascade measures across all five PMA initiatives
3. Implement the Logic Model framework to manage performance
4. Gain hands-on expertise in managing and implementing effective measures
5. Integrate new measures into strategic plan and budget requests for your program

Who Should Attend:

- **Performance Measurement and Management Staff**
- **Strategic Planners**
- **Program Evaluation Analysts**
- **Budget Directors**
- **Program Managers**
- **....and anyone else focusing on the development and implementation of outcome-oriented performance measures.**

RECEIVE CERTIFICATION & IN-HOUSE TRAINING

This event is part of the Government Performance Management and the Human Capital Management Certification Programs. In addition, The Performance Institute offers customized education programs to federal and state agencies that wish to train staff members in their own facility. For more information about the certification and in-house training options available to you, please contact *Blake Zach* at 703-894-0481 or email him at *Zach@PerformanceWeb.org*.



Venue:

Show Me the Measures 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 of 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
Phone: 703-894-0481

Hotel:

A limited number of rooms have been reserved at a discounted rate of $115 at the Quality Courthouse Hotel, located two blocks from the Performance Institute. Please mention Performance Institute to guarantee this rate and ask to be put in the main tower, which has been recently renovated. In addition, a limited number of discounted rooms are also available at the Hilton Crystal City at National Airport at a rate of $159, or if available, the prevailing government per diem rate. A complimentary shuttle is available both before and after the conference. Please call the hotel directly to make reservations and be sure to ask for the Performance Institute conference rate.

Quality Courthouse
1200 N. Courthouse Road
Arlington, VA 22201
Phone: 703-524-4000

Hilton Crystal City at National Airport
2399 Jefferson Davis Hwy
Arlington, VA 22202
Phone: 703-418-6800

Tuition Rates and Group Discounts:

The fee for attending *Show Me the Measures* is $1095. Reduced tuition rates for delegates who attend in groups of three or more are also available by calling *Blake Zach* at *703-894-0481* or emailing him at *Zach@PerformanceWeb.org*. Be sure to use program code **P432** when you register.

Cancellations and Quality Assurance:
The Performance Institute strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the training to: Chris DeMaio, Chief Operating Officer, The Performance Institute, 1515 N. Courthouse Road, Suite 600, Arlington, VA 22201 (phone: 703-894-0481). We will evaluate individual complaints in a context of collective comments from the event. Note: A $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future Performance Institute conference.

CPE Credit:
Delivery Method: Group-live **Program Level:** Intermediate
Prerequisites None **Advanced Preparation:** None
CPE Credits: 13

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The Performance Institute

1515 North Courthouse Road
Suite 600
Arlington, VA 22201

Registration Form for the *2004 Best Practice Forum:* Show Me the Measures!

Call 703-894-0481; Fax this Form to: 703-894-0482;

or visit www.PerformanceWeb.org

☐ Yes! Register me for the forum.

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