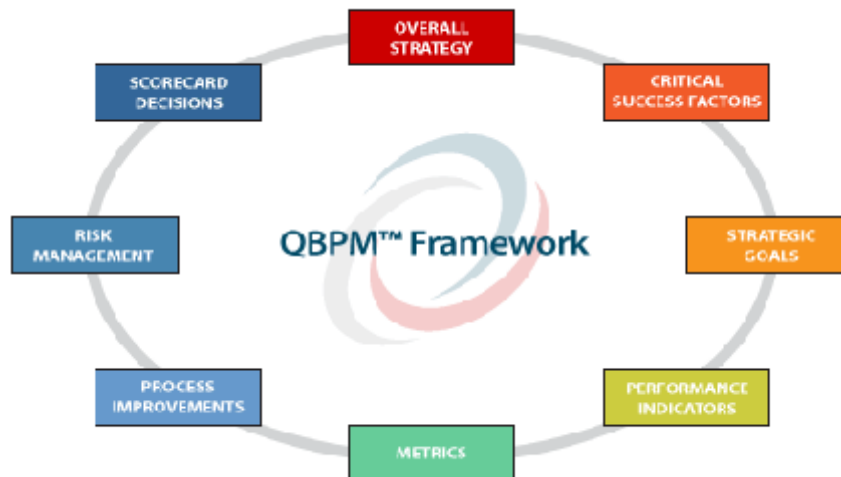




Goal-Driven Strategic Business Measurements

To stay competitive, organizations have to have a high level of agility to adapt rapidly and cost efficiently to complex environment challenges such as customer demands, competition, markets, compliance requirements and economic conditions, to name a few. Is there a "method to the madness"? Can we ever achieve the level of flexibility, balance and technology alignment to effectively support the enterprise?

This collaborative workshop will examine the concepts of Management Scorecards, Innovation Curve and Measurement Framework and introduce a clear, concise methodology that will help better understand, monitor and measure critical processes, analyze challenges and proactively take action.



Learning Objectives:

- ✚ Gain understanding of key components of Quantitative Business Performance Measurement
- ✚ Introduce Logic Model and Goal-Question-Metric Methodology for business strategy planning and definition of Key Process Indicators and Metrics
- ✚ Develop understanding of management dashboards and their structure
- ✚ Learn how to develop a top-down measurement scorecard/dashboard structure for monitoring and control of your key processes and indicators
- ✚ Establish a measurement program that is aligned with the organization's business processes
- ✚ Enhance ability to analyze quantitative information for decision making and analysis



Seminar Outline:

Module 1: Introduction

- ✚ Process Performance Management Concepts
- ✚ Strategic Performance Measures
- ✚ Strategic goals and decision making
- ✚ Process performance management and measurement process

Module 2: Strategic Planning with Logic Model

- ✚ Logic Model overview
- ✚ Inputs, outcomes and impacts
- ✚ Goals, Strategies and Critical Success Factors
- ✚ Goals and strategy alignment with measurements

Module 3: Measures, Metrics and Key Process Indicators (KPI)

- ✚ Metrics, Measures and Key Process Indicators overview
- ✚ Definition of key measures with Goal-Question-Metric Methodology
- ✚ Metrics correlation and KPIs
- ✚ Key measures and decision making

Module 4: Management Dashboards for decision making and analysis

- ✚ Types of management dashboards
- ✚ Linking strategic measures with goals and critical success factors
- ✚ Developing cascading dashboard structure for all levels of organization
- ✚ Use of quantitative information for decision making and analysis

Materials:

Students will receive a course workbook that contains copies of the presentation materials, class exercises, templates, key references and other useful materials discussed in class

Who should attend?

- ✚ Managers, executives and their staff responsible for planning, management and decision-making at any level of organization
- ✚ Process improvement managers and team members
- ✚ Project and process managers
- ✚ Professionals who need reliable quantitative information to guide acquiring, supporting, planning, or tracking software or hardware systems

Seminar length: 1-Day



About the Instructor:

Joseph Raynus, Founder and Principal Consultant, ShareDynamics

Joseph Raynus is a Founder and Principal Consultant at ShareDynamics, an information technology performance management consulting company that helps organizations achieve their strategic goals by translating them into realistic indicators to monitor, balance and adjust process performance. ShareDynamics has partnered with the Software Engineering Institute at Carnegie Mellon University (SEI) to deliver training and consulting services in the area of Measurement and Analysis. Joseph has conducted many assessments, training and implementations of processes and management frameworks for many major organizations.

Mr. Raynus is a pioneer in the computer industry and an early champion of software metrics, measurements, software quality and reliability. Mr. Raynus was a Founding Member of The National Software Council, supporting the recognition of software as a critical resource and economic force and a member of its Advisory Board.

Mr. Raynus is a frequent speaker at industry events and the author of several books including “Software Process Improvement with CMM,” (Boston: Artech House, 1999) which is also available in Japanese and Chinese; and his latest, “Improving Business Process Performance: Gain Agility, Create Value, and Achieve Success” (NY: Taylor & Francis, November, 2010) which is dedicated to the issues of Quantitative Performance Management, strategy definition and organizational alignment.

In addition to his work as Principal Consultant at ShareDynamics, Mr. Raynus is an Adjunct Professor of Information Systems at Northeastern University College of Engineering, where he teaches courses in Information Systems Planning and Management and Business Process Engineering.