



## How Managers Use Analytics to Drive Excellence

### Session Details

Faculty:	Mark Graham Brown	Date:	Thursday, September 19, 2019
Location:	DoubleTree by Hilton Hotel Cleveland - Independence 6200 Quarry Lane, Independence, OH 44131	Sign In:	8:30 AM
Phone:	(216) 447-1300	Session:	9:00 AM - 4:00 PM

### Session Description

In this highly interactive workshop you will learn to hone your skills at identifying valid performance metrics linked to financial success for a wide variety of factors that are hard to quantify, such as corporate culture, intellectual capital, customer satisfaction, and marketing/sales. Using a series of case studies from service and manufacturing organizations, attendees will be able to critically evaluate their own organization's metrics and approach to performance management and come away with many examples of creative measures and approaches used by today's leading companies and non-profits.

### Biography

MR. MARK GRAHAM BROWN has spent the last 25 years consulting with organizations to help them improve performance. He began his career as a consultant with Creative Universal, a corporate training and marketing communications firm in Detroit. He then spent six years as a Principal with Svenson & Wallace, a small Chicago consulting firm, and started his own consulting practice in Los Angeles in 1990. Mr. Brown has consulted with a wide range of organizations across the world to help them develop balanced scorecards, strategic plans, and systems to drive organizational excellence. Some of his current and recent clients include: Bose, Medtronic, PepsiCo, TranzRail, StoraEnso, Cargill, Berkeley Laboratory, California State University, U.S. Department of Energy, U.S. Navy, and U.S. Army Corps of Engineers. Mr. Brown has also worked with many state government organizations, as well as school districts and hospitals across the country. Mr. Brown is the author of the first and best selling book ever written on the Malcolm Baldrige Award that is in its 15th edition. He is author of the forthcoming book *Killer Analytics: Top 25 Metrics Missing from Your Balance Sheet* (Wiley). He is also the author of two best-selling books on balanced scorecards and planning: *Keeping Score - Using the Right Metrics to Drive World-Class Performance* (1996) and *Winning Score - How to Design and Implement Organizational Scorecards* (2000). Mr. Brown's most recent book is *Beyond the Balanced Scorecard: Improving Business Intelligence with Analytics* (2007). Mr. Brown served for three years as an Examiner for the Baldrige Award, two years as the lead Judge for the California Baldrige Awards, and continues to educate potential Examiners for the state of California. Mr. Brown has a master's degree in industrial psychology from Western Michigan University.

### Time Allocation - Topics

#### 25% Best and Worst Practices in Measuring and Managing Performance

- Top 10 Stupid Measurement Mistakes
- Building the foundation - vision, mission, goals, objectives
- Real time performance data
- One version of the truth
- Words & numbers = business intelligence

#### 15% Types of Metrics

- Singular, Formula, Indices/Analytics
- Myths and Truth about Analytics
- Common Everyday Analytics
- Organizational Cholesterol - Developing predictive indicators

#### 35% Measuring Important but Challenging Dimensions of Performance - Best Practices

- Innovation
- Risk
- Human Capital

- Supply Chain
- Social Network/Customers
- Sustainability
- Culture

## 25% From Measurement to Management

- Accountability
- Level, Trend, Analysis, Action Plan
- Ensuring Data Integrity

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