

PERFORMANCE MANAGEMENT FORUM 2007



Space is limited ...
Register NOW!

for results-driven HR Executives



October 16 - 17, 2007
Chicago, IL

*Proven ideas to turn
Performance Management theory
into manageable action steps ...*

You'll learn:

- ▶ Why Performance Management is fine in theory but often fails in practice
- ▶ How to win the war for talent by interviewing, selecting and hiring only the best
- ▶ Proven techniques for rewarding and retaining top talent
- ▶ A revolutionary approach to performance feedback
- ▶ A four-step process for unlocking performance and potential
- ▶ How HR can win more buy-in on PM initiatives
- ▶ How to navigate difficult conversations around performance
- ▶ Why performers underperform and what to do about it

**EARLY BIRD SAVINGS ... Register by August 15th
and save \$300. See details inside.**

Our expert faculty includes:



Bill Tredwell, The Hay Group, Chicago, IL - Keynote Presentation on PM theory vs. practice



Amy Henderson, Henderson Training, Inc., Santa Clarita, CA on performance communication



Barry Deutsch, Impact Hiring Solutions, Santa Monica, CA on recruiting, retention and rewards



Gary Markle, Energage, Atlanta, GA on performance evaluations and maximizing potential



Glenn Shepard, Glenn Shepard Seminars, Nashville, TN on dealing with underperformers



Rick Olivieri, Merit HR, San Francisco, CA on compensation strategies that drive performance



Post-Conference Workshop:
Karol Rose, Flexpaths, Martha's Vineyard, MA on worklife effectiveness

To register call 888-761-7294 or visit www.b21pubs.com/Live2007

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You don't have to be overwhelmed by Performance Management ...

Dear HR Executive:

Finally ... here's your chance to turn Performance Management from an overwhelming, hard-to-get-started initiative into a series of manageable action steps you can put to work immediately.

Join us for the **PERFORMANCE MANAGEMENT FORUM 2007**, October 16-17 at the University of Chicago's Gleacher Center.

This results-oriented program for executives will focus on the key steps every HR leader can take NOW to build (or re-build) the foundation of a solid Performance Management program.

If you're looking for another theoretical discussion on the virtues of Performance Management, this event is NOT for you. This program is strictly for HR executives and senior managers looking to roll up their sleeves and finally take action to boost employee and organizational performance.

Take a look at the details on the following pages. I'm confident you'll find this interactive forum to be a perfect launching pad for improved Performance Management in your organization.

Remember, space is limited. Reserve your seat and your hotel to ensure that you don't miss out on this must-attend event.

Looking forward to seeing you in Chicago.

Best regards,

Stephen Meyer, CEO
Business 21 Publishing

P.S. You'll love the conference center. The forum is being held at the University of Chicago's Gleacher Center. This state-of-the-art facility is the perfect setting for high-level professional meetings. Plus, it's located right in the heart of Chicago's business district on the Magnificent Mile. At the end of each conference day, you'll have easy access to great shopping, restaurants and tourist attractions.

Business 21 Publishing, 453A Baltimore Pike, Springfield, PA 19064 • 888-761-7294 • Fax 610-543-2292

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Agenda for Tuesday, October 16:



8:30am - 9:20am Welcome & Keynote Address
Performance Management: Fine in Theory, Not in Practice

Speaker: Bill Tredwell, The Hay Group, Chicago, IL

Performance management has received universally low marks across the board. In fact, less than 40% of executives surveyed feel that their performance management system establishes clear goals or generates honest feedback. And only 30% say that their system has helped to improve performance. Performance management and leadership expert Bill Tredwell will share where performance management has traditionally 'gone wrong' and how a new paradigm is emerging for performance management that is lasting, meaningful, and effective. This session will set the stage for how you should view your role in the Performance Management process.



9:30am - 10:50am

Interviewing, Selecting and Hiring the Best

Speaker: Barry Deutsch, Impact Hiring Solutions, Santa Monica, CA

Research shows that 56% of all management hires fail within eighteen months. That's why top organizations dedicate considerable effort to separating the candidates who are great at interviewing from those who will be great at doing the job. Do this, and you'll start performance management off on the right foot and bring aboard extraordinary talent on a consistent basis. Barry will discuss:

- ▶ How to make hiring a process that is performed according to a documented, consistent methodology
- ▶ How – and why – to build a marketing plan to attract top candidates
- ▶ Steps for establishing goals for an open position before you hire the candidate
- ▶ Methods to precisely identify what results you want from your new hire during the first 12-18 months
- ▶ How to assess and move only highly qualified candidates to the next step

11:00am - 12:20pm

Retaining and Rewarding Top Talent

Speaker: Barry Deutsch, Impact Hiring Solutions, Santa Monica, CA

Successful performance management is the hardest work you'll ever do as an HR executive or manager. This session will equip you to make sure your best people DO their best — and stick around for the long haul. (It's not about offering extravagant perks or throwing money at people.) In this session, Barry will lay out a blueprint for helping your company lower costly turnover and boost employee performance. You'll learn:

- ▶ How to develop success factors that convey performance expectations and motivate your top performers
- ▶ Strategies to link company goals, mission and values to the factors that motivate workers
- ▶ How to link reward and recognition programs to your values and strategy
- ▶ How to administer a culture check-up and remove the obstacles to motivating your top performers
- ▶ How to create a toolbox of potential rewards and recognition that will boost morale, productivity and retention



1:40pm - 3:00pm

No More Performance Evaluations: A Revolutionary Approach to Performance Feedback

Speaker: Gary Markle, Energage, Atlanta, GA

Most employees hate performance evaluations. Most managers dread giving them. Yet more than 70 million U.S. workers receive them each year. Why? Advocates of performance reviews say they raise productivity, differentiate salaries and protect against lawsuits. But it's simply not true. In this session, Gary Markle will explain why standard evaluations cost your company time and money while turning employees off and exposing your company to lawsuits. Participants will learn:

- ▶ Why traditional performance evaluations don't work
- ▶ The importance of de-linking performance and pay
- ▶ The best way to reduce your company's legal exposure
- ▶ How to judge the relative effectiveness of any performance management system
- ▶ What's wrong with most 360 degree feedback systems

3:10pm - 4:30pm

Catalytic Coaching: A Four-Step Process for Unlocking Performance and Potential

Speaker: Gary Markle, Energage, Atlanta, GA

In a follow up to his previous session, Gary will tell you how to replace your failed performance evaluation system with a process called "Catalytic Coaching." Gary will explain how using Catalytic Coaching will help you:

- ▶ Achieve more behavioral change in less time by replacing evaluating with coaching
- ▶ Reward real teambuilding rather than gamesmanship
- ▶ Change from a backward-looking critique to a forward-looking approach focused on career development
- ▶ Reduce turnover so that good people stay, move up, and contribute even more
- ▶ Increase internal promotions and build bench strength to fill future leadership positions

4:40pm - 5:50pm

Interactive Panel Discussion: Fixing HR's Image Problem (or Why People Hate HR — and What to Do About It)

Guest Panelists: Bill Tredwell, Barry Deutsch, Gary Markle

Far too many HR professionals don't do the things they need to do to get attention and respect from employees and senior management. In this fast-paced interactive discussion, our panel of experts will tackle this issue head-on. Learn how to:

- ▶ Stop playing a "policing" role with line managers
- ▶ Stop investing major time in projects that don't directly impact the bottom line
- ▶ Start coming up with HR-related ideas that are in sync with the strategic goals and that drive profitability
- ▶ Move from being a bystander to becoming a full participant in leadership
- ▶ Effectively measure HR's real bottom line contribution

6:15pm - 7:30pm

Cocktail Reception and Networking – Join us for drinks and hors d'oeuvres with beautiful floor-to-ceiling twilight views of downtown Chicago. Networking time with your peers is an essential part of this interactive event.

(Session and speaker details subject to change.)

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Agenda for Wednesday, October 17:



8:30am - 9:50am
Compensation Strategies that Maximize Performance
Speaker: Rick Olivieri, Merit HR, San Francisco, CA

Compensation is a key driver of performance. But – and this is a big “but” – there are lots of things you can do to make sure you don’t shoot yourself in the foot. We asked compensation expert Rick Olivieri to assemble a list of the top seven mistakes companies (and individual managers) make when compensating employees. Rick will explain how to:

- ▶ Create accurate job titles and design effective job classification systems that reduce discord of pay decisions
- ▶ Analyze the labor market so you can offer truly competitive salaries to improve hiring and increase retention
- ▶ Build an incentive program built that meets both company and employee needs
- ▶ Use low-cost/high return non-monetary rewards
- ▶ Devise training programs that give managers the tools they need to effectively deal with compensation plans



10:00am - 11:20am
How to Navigate Difficult Conversations Around Performance
Speaker: Amy Henderson, Henderson Training, Inc., Santa Clarita, CA

Every manager on your team must be prepared to have difficult, even uncomfortable conversations with employees around performance issues. It goes with the territory. But when it comes to discussing performance, too many managers practice avoidance, usually because they lack the skills to handle confrontation. The result: performance problems fester and the manager’s credibility suffers. The good news is, they can be trained. In this session Amy Henderson will cover:

- ▶ The three biggest mistakes managers make when engaged in a difficult conversation around performance
- ▶ What beliefs and assumptions get in the way when managers conduct difficult conversations
- ▶ How to handle predictable objections from employees
- ▶ How to deal with “hotheads” who respond emotionally
- ▶ Active listening skills that pave the way for dialogue rather than disagreement
- ▶ Assertiveness skills that help us express our thoughts and requests honestly and directly



POST-CONFERENCE WORKSHOP
1:40pm-4:40pm
Work Life Effectiveness: How Flexibility can Boost Performance and Retention
Speaker: Karol Rose, Flexpaths, Martha's Vineyard, MA

Old school thinking says that flexible work options (flex-time, telecommuting, job-sharing, etc.) are a LOSE/WIN for companies. The thinking goes “employees win” because they control their schedules. “Companies lose” because employees on flexible schedules are internally disruptive, hard to manage and less productive.

New school thinking says that given projected shifts in the workforce – including an expected 60% boost in telecommuting by 2010 – and the demand by all segments for flexibility, companies absolutely MUST figure out how to make flexibility a WIN/WIN. It’s entirely doable, and those that crack the code



11:30am-12:50pm
Why Performers Underperform – And What to Do About It
Speaker: Glenn Shepard, Glenn Shepard Seminars, Nashville, TN

Every good employee starts a new job with enthusiasm. But what happens when performers lose their motivation and begin underperforming? We asked our speaker, veteran management expert Glenn Shepard, to identify the most common reasons performers don’t live up to their abilities. He divides the reasons into three categories: personal problems, company policies or changes, or management. In this session, Glenn will teach HR executives and managers how to pin down the exact cause and get the worker re-energized. He’ll also discuss how far managers should go in trying to fix the problem, the best way to motivate employees when the problem can’t be fixed, and when it might be time to just “pull the plug.” By the end of Glenn’s high-energy session, participants will be able to:

- ▶ Motivate employees who are discouraged by across-the-board pay raises
- ▶ Realign job responsibilities for employees who have been promoted beyond their skill level
- ▶ Reinvigorate long-term employees who have gotten too comfortable and are coasting, or new employees who are just plain bored with their job duties
- ▶ Spot when poor management practices or allowing bad apples to get away with too much are causing performance problems
- ▶ Help employees who are battling with personal issues to recommit to ongoing performance excellence

12:50pm 1:00pm
Closing Remarks from Forum Chair David Newman

1:00pm - 1:30pm
Post-Conference Workshop Attendees Lunch
B21 Bookstore Open

1:40pm-4:40pm
Post-Conference Workshop — Work Life Effectiveness: How Flexibility can Boost Performance and Retention
Speaker: Karol Rose, Flexpaths, Martha's Vineyard, MA
(see details below)

will have a huge competitive advantage in coming years. They’ll hire better people, retain more top performers, and maximize the performance of ‘flexible’ workers.

So how do you make flexibility a WIN/WIN? We asked one of the country’s leading Work-Life experts, author and *Fortune* magazine contributor Karol Rose, to reveal what it takes to develop this critical core competency at your company. Participants will learn:

- ▶ Why developing flexibility is no longer an HR initiative but a business imperative in today’s workplace
- ▶ The complete menu of work-life initiatives that can enhance hiring, retention and performance
- ▶ Flexibility best practices at companies that are already way ahead of the curve
- ▶ How to confront the complex workplace culture issues that can derail workplace flexibility programs
- ▶ Tools to communicate effectively with rank-and-file employees about flexibility options

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What makes *PERFORMANCE MANAGEMENT FORUM 2007* different from other events?

#1 - This Forum has a laser-focus on an integrated set of strategies, tactics, skills, and best practices in Performance Management.

Get ready for a deep-dive into everything you need to transform your company into a high-performance organization. No impractical theory or ivory-tower rhetoric ... just practical, roll-up-your-sleeves sessions you can transfer into action as soon as you get back to the office.

#2 - Unique 'Forum' format allows for interactive discussion time with our expert faculty.



Moderated question-and-answer sessions give you the opportunity to explore ideas, brainstorm on common challenges and get the answers you need.

#3 - Content is king.

All of our speakers are actively practicing the performance management specialties that they are speaking about. You won't have to deal with a single "motivational" speaker who has nothing useful to say. Our focus is 100% on practical, in-depth information that impacts bottom-line results. No theory. No fluff. No bull. And no tired topics you've seen before at large HR events. You'll get hypotheticals, case studies and scenarios so you'll understand what to DO, not just what to THINK about the issues we're addressing.

#4 - Extensive handouts so you take everything home with you.

Take minimal notes and still return with your Forum Binder filled with information, tools, checklists, worksheets, and reproducible forms you can use the moment you get back to your desk.



#5 - Professional peer networking is built in to your schedule.

You'll have ample time to connect with your peers during formal and informal networking times. And we'll make it easy for you to identify those who come from similar industries and company sizes.

#6 - No outside vendors.

You've come to learn and develop specific skills, not to be solicited for everything from a new insurance program to the latest e-learning doo-dad.

#7 - We feed you.

A continental breakfast and lunch are included in your Forum registration fee as well as an executive cocktail reception on your first night with us. You won't be wandering around another huge conference center hungry and alone looking for a place to sit.



#8 - Intimate "Forum" sized event.

100 executives and managers interacting with each other, sharing best practices, and connecting on the issues that matter most to their professional success. That's what B21 Forums are all about. No cattle-call events with thousands of people. And no overstuffed agenda that almost guarantees you'll miss something important.

#9 - We've built-in breathing room.

We put you face-to-face with leading experts and give you intense information-packed learning time – and time to absorb everything you need to do your job better, faster, smarter and easier.

#10 - You'll experience 100% of the event.

With our single-track Forum format, you won't miss a single idea ... and you'll take home a complete set of "do-it-now" tools you can use right away.

HRCI CREDITS:

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Registration Form:

YES! Reserve my seat for the PERFORMANCE MANAGEMENT FORUM 2007, Oct. 16-17 at the University of Chicago's Gleacher Center. My registration fee includes:

- ▷ Access to all main conference sessions
- ▷ Open discussion time with FORUM faculty to discuss specific questions
- ▷ Performance Management binder containing key ideas, handouts and worksheets from all sessions
- ▷ Continental breakfast both days
- ▷ Complimentary lunch on Tuesday
- ▷ Daily refreshment breaks
- ▷ Networking cocktail reception Tues. evening

Fee Schedule:

Performance Management Forum 2007

- ▶ Early Bird Rate (by Aug 15th) \$995
- ▶ Final Savings Rate (by Sept 10th) \$1,195
- ▶ Regular Rate (after Sept 10) \$1,295
- ▶ Each Additional Registrant \$795

Post Conference Workshop (includes lunch):

Work Life Effectiveness: How Flexibility Can Boost Performance and Retention \$249 per person

▶ Registrant Information

1st Registrant:

Name _____
Title _____
Company _____
Address _____
City/State/ZIP _____
Email _____
Phone _____
Fax _____

2nd Registrant: (if applicable)

Name _____
Title _____
Email _____

3rd Registrant: (if applicable)

Name _____
Title _____
Email _____

Please note any additional registrants on a separate sheet of paper.

▶ Tuition Fees (see Fee Schedule above)

1st Registrant \$ _____
____ Additional Registrants @ \$795 ea \$ _____
____ Post Conference registrants @ \$249 ea \$ _____

GRAND TOTAL \$ _____

Substitutions & Cancellations: Substitutions are permitted with advanced notice. Cancellations: A 100% refund will be issued if request is made in writing (mail, fax or email) by Oct. 1, 2007. An 80% refund will be issued if request is made in writing after Oct. 1, 2007.

▶ Payment Preference

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