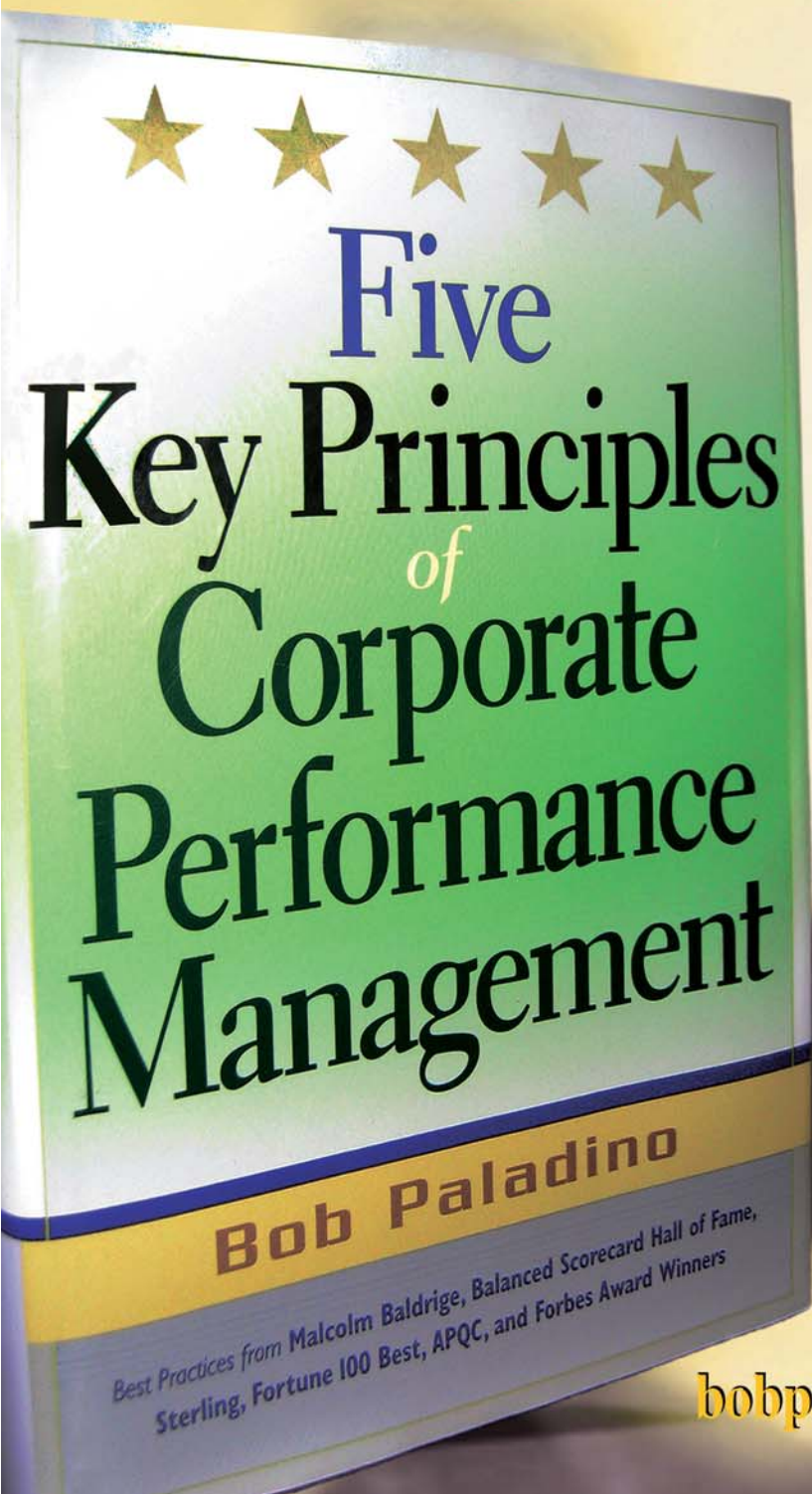


Inhouse, Customized Executive Workshops

Hands-On, Strategy Executive Training
to Deal With These Perilous Times!

Based On The Best Selling Book By Bob Paladino



Bring This
Masters
Curriculum
In-House
To Drive
Results



**Bob Paladino &
Associates, LLC**
Consulting, Training and Speaking

Contact Us Today
To Reserve
Your In House Dates
412-833-9317

bobpaladino@paladinoassociates.com

What do award-winning commercial, public and non-profit enterprises know that eludes most of today's executives?

How do Balanced Scorecard Hall of Fame, Malcolm Baldrige, *Sterling*, *Fortune 100*, *APQC* and *Forbes* award winners drive value? How do they organize and conduct themselves to accelerate and achieve out-sized results? What unique processes and best practices do they leverage? Learn the key principles of executing strategy from the executives directly through our training based on the bestselling book, *Five Key Principles of Corporate Performance Management*. *Five Key Principles of CPM Masters Courses* integrated set of executive education, practitioner based curriculum.

Dear Business Executive,

As a business executive, you function in a dynamic environment that faces constant internal and external challenges. In order to remain competitive, your team must refresh your strategies, align goals and measures, set targets and manage initiatives, continuously improve processes and leverage knowledge using an integrated approach. These courses are based on research of over 50 award winning organizations, my promise to you is there will be no fluff, rather direct, specific concepts and examples you can readily emulate in your organization.

Sincerely,
Bob Paladino

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Your On-Site Training Services

For companies serious about improving performance and the fortitude to take action, Bob Paladino & Associates, LLC offers a very refreshing roll-up-the-sleeves approach. We work with organizational leaders to identify the path to better performance and help our clients drive results through strategic training for organizational results.

In-House Training Course Offerings

We offer an array of in-house training opportunities based on our course catalog. By offering and delivering on-site training, BPA brings our highly effective training courses directly to your location. Every program and educational curriculum is tailored to fit the unique needs and demands of each client. We leverage the experience of proven performance management experts who are able to help create solutions to the goals and objectives of each client.

Maximize Your Training Dollars

Not only do you avoid per person training tuition and travel expenses, our On-Site Training guarantees you the curriculum to overcome the specific challenges that will directly impact YOUR bottom-line.

Five Reasons to Bring Training In House

1. Learn Best Practices to Enhance Organizational Performance
2. Accelerate Performance by Learning from Companies that Have Been There
3. Apply Proven Methodologies to Improve Performance
4. Benchmark Business Performance through Best Practices
5. Use Proven Techniques from Award Winning Organizations

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Who should attend in these challenging times?

- All Executives, Directors, Managers and Supervisors concerned with performance results!
- CEO's, CFO's, COO's, CROs, CMOs, BU Leaders
- Shared Services, Performance Measurement Analysts and Planners
- Human Resource Professionals, Managers and Executives
- Program Evaluators, Program Managers, Scorecard Managers, Internal Auditors

Realize a discount if your company is already a client of Bob Paladino & Associates, LLC

Air Products, American Electric Power (AEP), American Express, Anheuser Busch, AT&T Mobility, Bank of America, BC Hydro, Baltimore Gas & Electric (BGE), Blue Cross Blue Shield (several), Bonneville Power Administration (BPA), Booz Allen & Hamilton, Canadian Customs and Revenue Agency (CCRA), Caterpillar, CB Richard Ellis, Chrysler, Consolidated Edison, Constellation Nuclear, Coors, Crown Castle International (CCI), Datamark, Department of Defense (DOD), EFT Source, Entergy, Excelon, Federal Reserve Bank (All 12), First Energy, GE Capital, Georgia Pacific, Gillette, Jet Blue, John Deere Credit, Johnson & Johnson, Halliburton, Hewlett Packard, Kodak, Lockheed Martin, MasterCard, Microsoft, M7 Aerospace, Mutual of Omaha, National Security Agency (NSA), New York Power Authority (NYPA), NYISO, Northwest Mutual, PJM, OPPD, PricewaterhouseCoopers (PwC), Proctor & Gamble (P&G), Progress Energy, Public Service Electric & Gas (PSEG), Royal Canadian Mounted Police (RCMP), RR Donnelly Publishing, Sara Lee, Saturn, Saudi Aramco, Seagram's, Sharp Electronics, Simon & Schuster, Southern Company, Sprint, Symantec, Tennessee Valley Authority (TVA), Texas Utilities (TXU), TRW, U.S. Army, Whataburger, Wind River, Verizon, Viacom, Visa, and Xerox (and many more).

What do your fellow executives have to say about the value of these courses?

"Concrete examples based on his experience"

Vice President of Strategy, AIM Institute

"Excellent practical, flexible and useful two days. I feel I had my money's worth on the first day"

President, Leader One Inc.

"Perfect balance between theory and practice"

Chief Corporate Planning National Security Agency (NSA)

"Bob's book is a great reference and the examples based on his experience"

Manager Department of Defense (DOD)

"I appreciated how Bob continuously tied Balanced Scorecards to Strategy Maps and vice versa"

Manager Booz, Allen & Hamilton

"Real examples, adapting presentation to audience"

Director, Crown Investment Corporation

"I will be able to look back & apply almost everything learned"

Senior Performance Management Manager, American Red Cross

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Our CPM Masters Course Includes Over a Dozen Classes

Principle 1 Establish CPM Office and Officer

- Establish CPM Office and Officer–
Strategy Management Capability (2 day)

Principle 2 Refresh and Communicate Strategy

(4 integrated days)

- Formulate Strategy Part 1 (2 days)
- Formulate Strategy Part 2 (2 days)
- New course – **Strategically Manage Risk in Today’s Perilous Markets** (2 days)

Principle 3 Cascade & Manage Strategy

(3 integrated two day courses)

- Build a Strategy Map and
Balanced Scorecard
- Cascade and Align
Balanced Scorecards
- Manage Strategically with
Balanced Scorecards

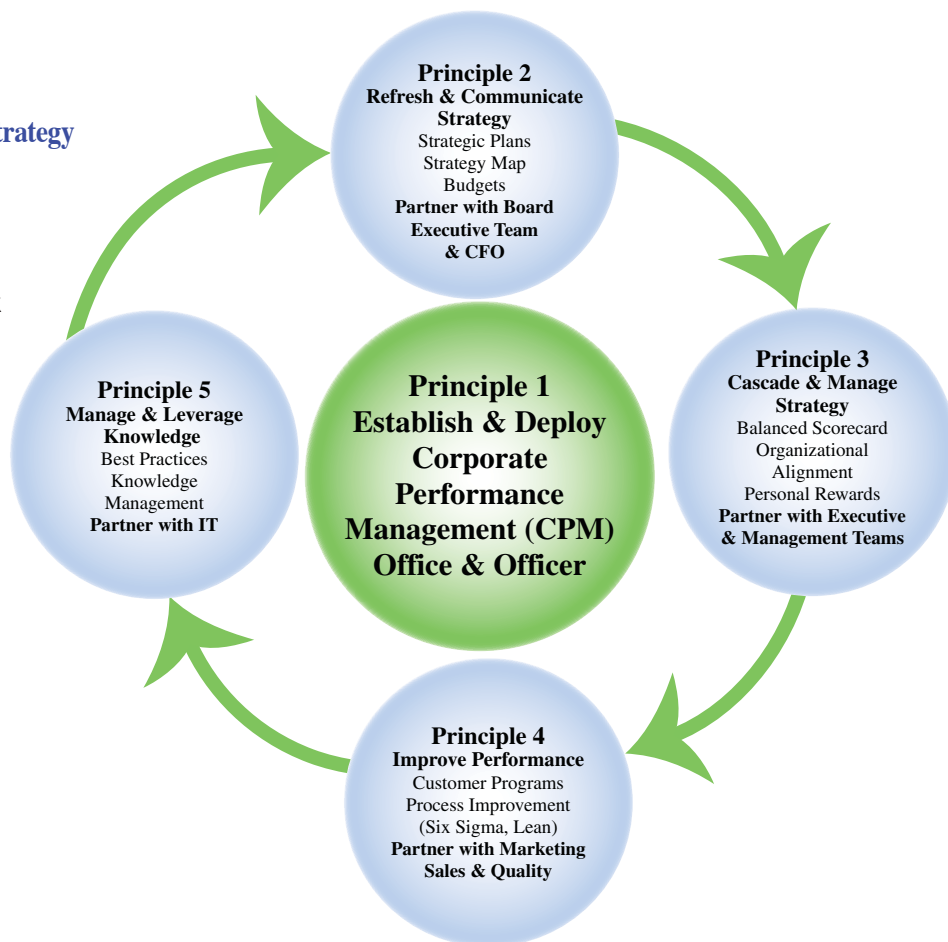
Principle 4 Improve Performance

(5 two day courses)

- Improve using Six Sigma
GE DMAIC Part 1
- Improve using Six Sigma
GE DMAIC Part 2
- Improve using “9 Step”
Process Improvement Part 1
- Improve using “9 Step”
Process Improvement Part 2
- Improve Using Voice of the Customer

Principle 5 Leverage and Manage Knowledge

- Build Knowledge Management Capability (2 days)



CPE Credits

15 for completion of 2 day curriculum

Delivery Method Group-live

Prerequisites None

Advanced Preparation None

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Praise from Industry and Thought Leaders for *Five Key Principles*...

"*FIVE KEY PRINCIPLES* presents guidance for the design, development, and implementation of a strategic planning and control system. Such a system leads toward better strategic decisions, competitive advantage, and increased profitability. Drawing on his profuse knowledge and extensive practical experience, Bob Paladino conveys a lively coverage of essential ideas and examples of ways to improve performance."

Charles T. Horngren, Professor Emeritus, Stanford University

"Paladino [Bob] effectively leverages his considerable knowledge and experience as a management consultant and chief performance officer at Crown Castle to produce a compelling case for a Corporate Performance Management office. The CPM office becomes the focal point for translating strategic intent to operational actions. The concept is enriched by the book's excellent examples from both private and public sector organizations."

**Dr. Robert S. Kaplan
Harvard Business School; Co-Developer of Balanced Scorecard,
Strategy Focused Organization, and Activity-Based Costing**

"Read this book if you want a practical guide—based on real experience—to take your organization to higher levels of performance."

**Carla O'Dell
President American Productivity and Quality Center (APQC)**

"Bob Paladino's observations and principles are firmly rooted in the Kaplan/Norton Strategy Focused Organization (SFO) methodology. Bob is to be congratulated for his creative extension of these principles and for the illustrative cases provided. He has successfully walked the tightrope of theory and practice – a good read."

David P. Norton, Co-Inventor Balanced Scorecard and Strategy Focused Organization Concepts, Boston, Massachusetts

"Lots of organizations are measuring performance, but few succeed in effectively managing performance. This timely book contains time tested insight from leading companies and provides a 'how-to' guide for jump starting performance improvement initiatives in your organization."

Carl DeMaio, President and Founder The Performance Institute and American Strategic Management Institute (ASMI)

"This book is emblematic of Bob's considerable expertise in organizing a company around the Strategy Focused approach using the Balanced Scorecard Method. As founder, chairman and CEO of Crown Castle International (CCI:NYSE) I hired Bob as a consultant to lead a program to initiate CCI on the SFO method. He later joined CCI and led a successful organizational transformation to a much more efficient global platform in the telecommunications industry."

I am now chairman and majority shareholder of two international organizations; one in the multi-jurisdictional payroll arena and another in the aerospace industry and Bob is successfully transforming those companies into Strategy Focused Organizations. He is probably THE most knowledgeable and experienced individual in implementing the SFO approach to better organizational efficiency given his hands on experience and his considerable knowledge of accounting and finance as a CPA"

**Ted B. Miller, Jr., Chairman M7 Aerospace
and Chairman Imperium International**

"This book brings strategy to life through real-life application and provides the road map needed to truly unite a company in its objectives. Bob Paladino's method encourages team work, cross functional thinking and drives company success."

Preston Atkinson, Chief Operating Officer, Whataburger, Inc.

"Bob Paladino has taken a balanced approach of taking all attributes of high performing businesses and turning them from theory to practical application. His book also discusses a step by step approach by using case studies which, if followed, will help organizations get to the maturity level in a timely manner".

**Ashok G. Vadgama,
President Center for Advanced Management Institute (CAM-I)**

"All companies today are looking for sustainable competitive advantages - which are more difficult to achieve. Consistent execution in performance and defining the right metrics are critical steps to achieving them. This book provides excellent insights to get you started!"

Ralph Vasami, President Universal Weather & Aviation

#1 CPM Book on Amazon and BarnesNoble from over 3,500 titles



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