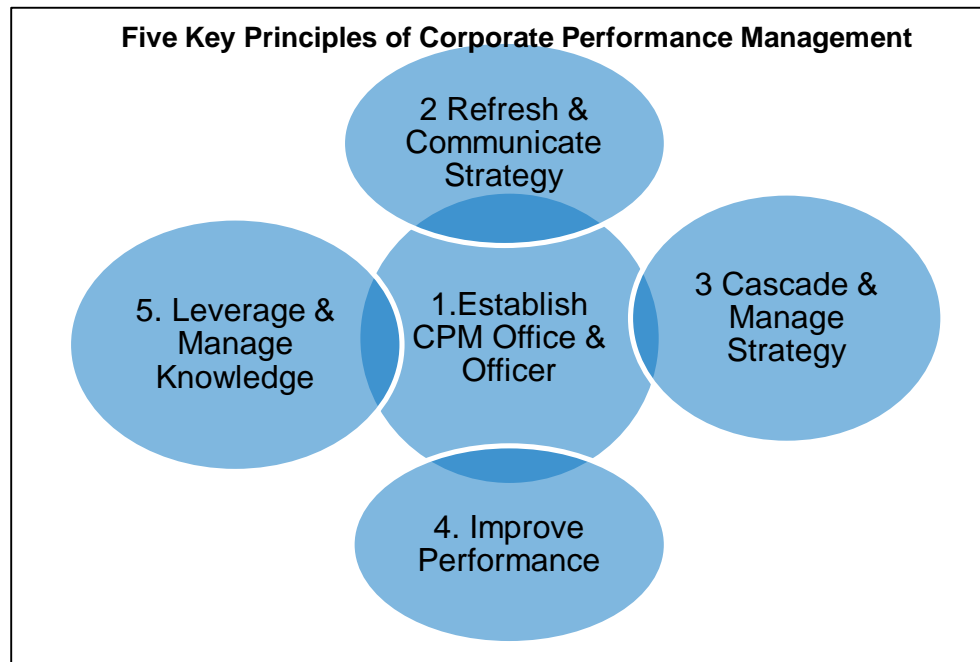


How Can We Assist You to Accelerate Results?

10+ Years of Award Winning Company Case Studies

Please contact us to learn about these company success stories or to share your CPM success story (possibly for publication)



All "5 Key Principles of Corporate Performance Management" (Holistic /Integrated CPM cases)

1. 5 Key Principles of Corporate Performance Management at Bronson Methodist Hospital: *Institute of Management Accountants (IMA) Strategic Finance Journal*
2. 5 Key Principles of CPM at City of Coral Springs: *Certified Management Accountant Magazine (CMA Institute - Canada)*
3. Innovative Corporate Performance Management at Sharp Healthcare System: *Institute of Management Accountants (IMA) Strategic Finance Journal*
4. Integrating Balanced Scorecard, Six Sigma, and Knowledge Management to Drive Value at Crown Castle: *American Productivity Quality Center (APQC) Magazine*
5. Crown Castle International's Corporate Performance Management System: *American Productivity Quality Center (APQC) Magazine*

Principle 1: Establish the CPM Office/Function (Roles & Responsibilities)

6. Changing Finance Role from Scorekeeper to Strategist at Blue Cross: *American Institute of Certified Public Accountants (AICPA) Journal*
7. Performance Promotion- Why CPM needs it Own Office: *Business Performance Magazine*
8. Finance Strategies & CPM for the New Normal: *Executive Insight Journal*
9. Innovative Corporate Performance Management (Office) at Omaha Public Power District: *Journal of Corporate Accounting & Finance (JCAF)*
10. The Role of the Chief Performance Officer During these Perilous Times: *Institute of Management Accountants (IMA) Strategic Finance Journal*



10+ Years of Award Winning Company Case Studies

Principle 2: Refresh & Communicate Strategy (Strategic Planning, Risk Management, Planning & Budgeting)

11. How Can the CFO Contribute to the Top Line (M7 Aerospace strategic planning)? : *American Institute of Certified Public Accountants (AICPA) Journal*
12. Some CFOs say employees don't understand company's strategic goals: *Chartered Global Management Accountant (CMGA) Journal*
13. Innovative Corporate Performance Management at Delta Dental of Kansas: *Journal of Corporate Accounting & Finance (JCAF)*
14. Realizing Strategies Through Balanced Scorecard Based Budgeting: *American Strategic Management Institute (ASMI) Journal*
15. Balanced Forecasts Drive Value: *Institute of Management Accountants (IMA) Strategic Finance Journal*
16. 5 Key Principles of CPM- Strategic Product Development at Bayer/Medrad: *IIE Journal (Institute of Industrial Engineering)*
17. Strategically Managing Risk in Today's Perilous Markets at United Illuminating: *Institute of Management Accountants (IMA) Strategic Finance Journal*
18. Enterprise Risk Management: a Best Practice Approach (with Sebastian Francis): *Journal of Corporate Accounting & Finance (JCAF)*
19. Missed Opportunities in Strategy and Enterprise Risk Management (Federal Reserve Bank): *Journal of Corporate Accounting & Finance (JCAF)*
20. Strategic Financials; What Does the CFO Need in the Rapidly Changing Utility Market?: *Journal of Corporate Accounting & Finance (JCAF)*
21. Research Reports: Enterprise Risk Management Reports I & II Executive Summaries only: *American Productivity Quality Center (APQC) Research Report*

Principle 3: Cascade & Manage Strategy (KPI's, Balanced Scorecards, Cascading Measures)

22. Why tracking too many metrics is bad for business: *American Institute of Certified Public Accountants (AICPA) Journal*
23. AWARE Inc. Corporate Performance Management *Corporate Newsletter*
24. Balanced Scorecard Hall of Fame Case Crown Castle International #1 HBS case: *Harvard Business School (HBS) Publishing*
25. Crown Castle International Case Balanced Scorecard Hall of Fame: *CorVu case summary*
26. Innovative Corporate Performance Management: Boy Scout of America's Journey to Excellence: *American Strategic Management Institute (ASMI)*
27. Fitting the Balanced Scorecard into BPM: *Business Finance Magazine*
28. Integrating Balanced Scorecard, Sarbanes Oxley and Knowledge Management: *American Productivity Quality Center (APQC)*
29. Moving Strategy Forward: Merging the Balanced Scorecard and Business Intelligence To Drive Value: *Business Performance Magazine*
30. The Payoff of Pervasive Performance Management: *Business Week Research*
31. Excellence in Performance Management at Intercomp Global Solutions: *Coach Business Journal Russia*
32. Corporate Performance Management and Metrics that Matter: *CIO Insights Magazine*
33. What CEOs want from Their CFOs Today: *CFO Magazine Research*

Principle 4: Improve Performance (Methods for Driving Improvements)

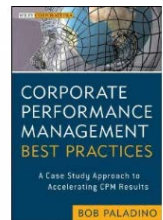
34. Improve Earnings by Shifting Finance Dept. Resources to CPM Services at MidMichigan Health: *Journal of Corporate Accounting & Finance (JCAF)*
35. What is Strategic-Operational Misalignment Costing your Firm Each Year? : *Journal of Corporate Accounting & Finance (JCAF)*
36. How to Conduct a Balanced Scorecard Review to Create Alignment: *Harvard Business School (HBS) Publishing*
37. Survival Strategies for Unmerciful Markets: The Telecom Experience: *Harvard Business School (HBS) Publishing*
38. The Challenge of Global Alignment: Crown CEO Shares his Perspectives: *Harvard Business School (HBS) Publishing*
39. Global Alignment: A Telecom's Tale Crown Castle International: *Harvard Business School (HBS) Publishing*

Principle 5: Leverage & Manage Knowledge (Intellectual Property, Accelerate Knowledge)

40. Retaining Knowledge Capital (TVA's response to an Aging Technical Workforce): *Business Finance Magazine*
41. A New Brand Value, Integrating Branding in Corporate Performance Management: *Business Performance Magazine*
42. Integrating the Balanced Scorecard and Total Rewards to Drive Value: *Better Management Magazine*
43. Taking its Knowledge Mgt Portal to the Next Level at Crown Castle International: *Knowledge Management (KM) Review U.K.*

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Five Key Principles of CPM: 26 In Depth, Award Winning Public, Private & Government Organization Cases



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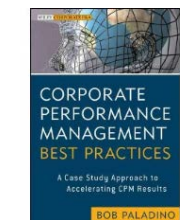
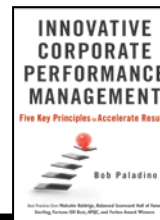


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Ranked 3 of Top 4; out of 2,227 Titles

Source: Amazon Website Rankings



The screenshot shows the Amazon.com search results for "Corporate Performance management". The search results are sorted by relevance, showing 1-12 of 2,227 results. The top 5 books are listed below:

| Rank | Book Title | Author | Publication Date | Star Rating | Price | New | Used |
|------|--|---|------------------|-------------|---------|---------|---------|
| 1 | Corporate Performance Management Best Practices: A Case Study Approach to Accelerating CPM Results | Wiley Corporate... by Bob Paladino | Jan 14, 2013 | 4.5 | \$25.00 | \$62.42 | \$40.00 |
| 2 | Five Key Principles of Corporate Performance Management | Bob Paladino | Jan 22, 2007 | 4.5 | \$45.00 | \$29.49 | \$15.01 |
| 3 | Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics | Wiley and SAS Business... by Gary Collins | Apr 6, 2009 | 4.5 | \$49.25 | \$33.14 | \$25.95 |
| 4 | Innovative Corporate Performance Management: Five Key Principles to Accelerate Results | Bob Paladino | Nov 9, 2010 | 4.5 | \$49.25 | \$31.55 | \$15.25 |
| 5 | Guide to Supply Chain Management: How Getting it Right Boosts Corporate Performance | (Economist Books) (The Economist... by David Jacoby | Sep 9, 2009 | 4.5 | | | |

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