



Balanced Scorecard Institute and Spider Strategies Conclude Second Annual Strategy Execution Summit

The Balanced Scorecard Institute (BSI) and its partner, Spider Strategies, finished its second annual Summit (May 19-21, 2015) on executing strategy using the Balanced Scorecard Institute's Nine Steps to Success™ and QuickScore™. More than 50 participants including representatives from a dozen countries attended the conference to learn from industry experts who shared their practical experiences with strategic performance, best practices, case studies, and updates on QuickScore software.

The [Balanced Scorecard Institute](#) (BSI) and [Spider Strategies](#) Second Annual [Strategy Execution Summit](#) focused on attendees' experiences with strategic planning and management, performance analysis, and strategy execution using balanced scorecard systems. Building on both companies' experience helping organizations in 80 countries, the event featured lessons learned and best practices to help attendees develop a more robust planning and management system, better execute strategy, and drive improved performance through automation and performance analysis.

Conference attendees also were shown features of the newest version of the QuickScore™ Performance Information System (QuickScore). Additionally, BSI announced two new training programs being offered now worldwide—a BootCamp for mission-driven organizations (government and non-profit), and a new Key Performance Indicator (KPI) Professional Practitioner Certification Program.

Two keynote speakers highlighted three days of discussion on real-world challenges and solutions in executing strategy. Opening day keynote speaker Jereon De Flander discussed the nature of strategy execution in the 21st century as a business domain and the necessity of developing new strategy skill “muscles” for execution. De Flander is one of the world's most influential thinkers on strategy execution. He is co-founder of the performance factory – a leading research, training, and advisory firm focused solely on helping individuals and organizations increase performance through best-in-class strategy execution. His first book, *Strategy Execution Heroes*, reached the Amazon bestseller list in 5 countries and was nominated for Management Book of the Year 2012 in the Netherlands. His second book, *The Execution Shortcut*, reached the #3 spot in its category on Amazon.

Day two was kicked off by keynote speaker Jules Polonetsky, executive director and co-chair of the Future of Privacy Forum, a Washington, D.C.-based think tank that seeks to advance responsible data practices. Polonetsky engaged the conference attendees with a discussion about finding a balance between privacy and process as technology and social media have risen to the level of strategic importance in executing strategy.

Polonetsky currently chairs the privacy advisory board of Gigya, and serves on the Advisory Boards of the Cookie Clearinghouse, Frankly and the Center for Copyright Information. Polonetsky is a regular speaker at privacy and technology events and has testified or presented before Congressional committees and the Federal Trade Commission. As AOL's former Chief Privacy Officer and SVP for Consumer Advocacy, Polonetsky was responsible for ensuring that AOL's users could trust the company with their information and for educating employees about best practices for advertising, content, and product development.

Various speakers from different industries and sectors attended the conference and highlighted their

experiences for attendees, including:

- Lt. Colonel Richard J. Roberts (USAF), Chief, Strategic Planning, Transformation and Innovation, Office of the Secretary of Defense Military Community and Family Policy
- Grant Cockshott, President, Innovair Group
- Ken Dufault, General Manager, Medigas Manitoba Limited, Innovair Medical
- Max Roessler, Manager-Business Development & Marketing, Leibherr Mining Equipment Newport News Co.
- Frank Mulumba, Supervisor Strategy Development and Management, Uganda Revenue Authority
- Saied Ali Ashshowwaf, Member of the Council, Chairman of International Organizations and Cooperation Committee, Human Rights Commission, Saudi Arabia
- Susan Hill, Director; & Walter Mitton, Senior Advisor, Division of Strategic Management, Strategy & Architecture Group, Office of Enterprise Information, Centers for Medicare and Medicaid Services
- Conor D. Crimmins, Chief Operating Officer; Scott O'Reilly, Chief Software Architect; & Mark Reed, Chief Information Officer, Spider Strategies
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Clive Keyte, Director, Intrafocus Limited (UK)

- Jorge Manuel Romero, Senior Manager, EY Advisory Services
- Arlene A. Pietranton, PhD, Chief Executive Officer; & Vicki Deal-Williams, Chief Staff Officer for Multicultural Affairs, American Speech-Language-Hearing Association (ASHA)
- Howard Rhom, co-founder and CEO; Dr. Gardner Shaw, Sr., Associate and BSMP Instructor; Gail Perry, Vice President of Strategic Solutions; David Wilsey, Chief Operating Officer; & Juliette Bastion, Senior Associate, Balanced Scorecard Institute
- Jim Robinson, Executive Director of The George Washington University Center for Excellence in Public Leadership, George Washington University
- Hank Scharpenberg, Senior Program Analyst in Support of the Army Office of Business Transformation, HSS & Associates
- Suzy Nisbet, Managing Founder, Strategic HR Solutions LLC

The Summit also included a banquet and awards ceremony where BSI conferred its 2015 Award for Excellence to two organizations in the healthcare industry -- Montana Unified School Trust, and Blue Cross and Blue Shield of Alabama. The Award recognizes outstanding organizational performance in strategy management & execution due to strong commitment to strategic planning, engaged leadership, performance measurement/analysis and continuous improvement.

About the Balanced Scorecard Institute: [The Balanced Scorecard Institute](#), a Strategy Management Group Company, provides strategic planning, balanced scorecard and performance measurement and management training, certification, and consulting services to government, non-profit, and commercial organizations. Services include public and on-site courses, facilitation and consulting services, and information and tools used by executives, managers and analysts to transform their organizations into “performance excellence” organizations.



Contact Information

John McGillicuddy

The Balanced Scorecard Institute

704-608-5895