



KEYNOTE SPEAKER:

**Connie Siu**  
cdcsynectics

# Making Results Count

How to Align Execution with Strategy Using Sound Measurements

## PRESENTATION

Results matter for every business. A solid strategy only provides the direction. It is execution that delivers the results. The annual planning cycle starts with the development of the strategic plan, followed by target setting and the selection of initiatives to operationalize the plan. The targets are then cascaded to different areas of the organization.

Through the process, there is little focus on whether the performance indicators are relevant. What gets measured gets improved. When irrelevant performance measures are used, the business would end up focusing their time and effort on the wrong things.

As leaders in your organization, you play an important role in communicating the strategy and the alignment of the execution plan with strategy. This can be accomplished when you have results clarity and use a systematic thought process to figure out what would provide useful insight to accelerate success.

In this session, you learn how to filter noise so that there is alignment throughout the organization on priorities, investments and decision-making.

What you will learn:

- How to attain results clarity from strategy statements
- A powerful technique to critique the effectiveness of performance indicators
- How to develop meaningful measures
- How to improve execution with an effective performance measurement framework

**Monday, June 3, 2019**

**CIM Toronto Office**

2800 14th Avenue - Suite 210, Markham, ON L3R 0E4

6:00 - 7:00 pm Enjoy pizza while Networking

7:00 - 8:00 pm Presentation

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