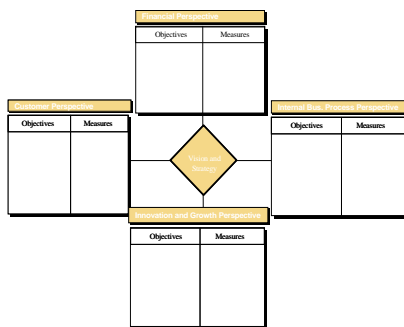
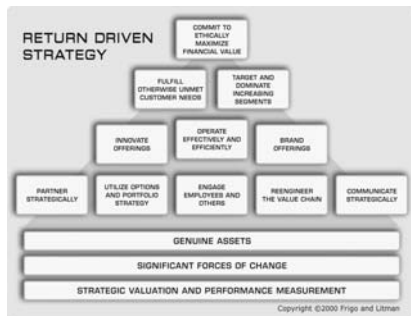




FRIDAY, DECEMBER 1ST, 2006

DESIGNING AND IMPLEMENTING A BALANCED SCORECARD FRAMEWORK: AN EXECUTIVE WORKSHOP



This executive workshop will cover the following topics:

- How to develop an executable business strategy that will drive growth and profitability as the “first step” in your Balanced Scorecard
- How to focus and prioritize next year’s strategic initiatives
- Aligning your competencies and capabilities with your strategy and execution
- Aligning your performance measures with the right goals
- “Eleven Rules” for successful business strategy and execution
- Identifying and avoiding the activities that can destroy your business
- Auditing your “Genuine Assets” (Tangible and Intangible)
- Anticipating and Managing the Risks and Opportunities in Forces of Change
- Using the Balanced Scorecard to get the most out of Lean, Six Sigma and other Initiatives
- Linking Financial Results to the Balanced Scorecard
- How to Identify and Use the right Customer Metrics
- How to continuously streamline and focus your Balanced Scorecard

Center for Strategy,
Execution, and Valuation
Kellstadt Graduate School of
Business DePaul University
1 E Jackson Blvd, Suite 7130
Chicago, IL 60604

This executive seminar will provide 8.0 hours of CPE credit. The registration fee for the program is \$495.00 and will include all program materials.

For more information:
Email: Centersev@depaul.edu
Phone 312-362-8852
Fax 312-362-5453

Friday, December 1st, 2006 – CHICAGO

9:00 a.m. until 5:00 p.m.
DePaul University
Room 8005
1 East Jackson Boulevard
Chicago, Illinois, 60604-2201

Seminar Leader:

Dr. Mark L. Frigo, Director of The Center for Strategy, Execution, and Valuation in the Kellstadt Graduate School of Business at DePaul University. He is a recognized expert in strategy execution frameworks, including the Balanced Scorecard framework and Value-Based Management. He is recipient of the Economos Distinguished Teaching Award in the Kellstadt GSB, the Outstanding Educator of the Year Award in the State of Illinois from the Illinois CPA Society and has been profiled in Crain's Chicago Business as one of the top B-School Professors in the Chicago area.