

Getting Results by
Improving Workplace
Performance

THE Performance Improvement Conference 2010

April 17–19
Principles & Practices

April 18–19
Workshops

April 19–22
Conference

San Francisco Marriott Marquis
San Francisco, California

www.ispi.org/ac2010



International Society for
Performance Improvement

WHERE KNOWLEDGE BECOMES KNOW-HOW

THE Performance Improvement Conference 2010



Thank you for a great conference! [Several] sessions [I attended] will make a significant difference in our business!

—2009 Attendee

Our theme is simple yet very profound: This is THE Performance Improvement Conference!

With our focus on performance technology, the International Society for Performance Improvement (ISPI) is in a position to be a powerful force to help organizations successfully adapt to the ever-changing business environment. Join us at THE Performance Improvement Conference, April 19-22, 2010, in San Francisco, California, and learn from our many expert presenters sharing their thoughts on adapting to the current external environmental forces and applying and implementing innovations. Come find answers to some of the most significant problems many organizations are facing, share best practices, and network with the smartest minds in the industry from around the globe.

Who Attends?

Performance improvement practitioners include internal and external consultants, instructional designers, executives, academics, and line managers, to name just a few, who:

- Range from novices to experienced professionals interested in the diverse practices of performance improvement
- Improve performance in large and small companies, nonprofit organizations, government, military, and academic institutions
- Work their magic in many functional areas, including but not limited to learning and training, human resources, organizational development, and process improvement departments

High Energy from Start to Finish

Join us the evening of Monday, April 19, for a memorable kick-off to our three-day learning event. This year, ISPI is proud to welcome The Drum Café. The Drum Café concept is a unique hands-on application of African drums and percussion that not only builds a team, but energizes, motivates, and entertains them! It's a program that is experienced and felt. A musical background is not required as

the transformation that occurs between the music as being "wrong" and the music as being "right" is easily understood by everyone. And because music is a universal language, it transcends those barriers, traditional or otherwise, that tend to come between us professionally as well as personally.

2nd Annual University Case Study Competition

Teams of graduate students from Boise State University, San Diego State University, University of West Florida, Capella University, and San Francisco State University in human performance technology (HPT) and instructional systems technology (IST) are competing in a competition that provides a connection between ISPI and future practitioners as well as offers valuable real-world experience for students studying in our field. The competition, which began in January, culminates at the conference, where the top three teams will showcase their findings.

New! World Café

In addition to our traditional 150+ opportunities to meet, talk to, and learn from global performance improvement colleagues, you will have three additional, 90-minute opportunities to do more talking, sharing, and learning World Café style! World Café conversations are powerful, intensive dialogues built on the assumption we already have the wisdom and creativity within us to confront our most difficult challenges. This year, Society and Chapter Leaders will convene a forum to access our deeper communal knowledge about what is important to improve human performance, and how we can better share this knowledge with our partners and clients.

New! Chat 'n Chew

This is a new twist on an old favorite. The Chat 'n Chew will be held during the lunch hour on Wednesday, April 21. Table hosts will present two, 20-minute sessions during an informal bring-your-own lunch learning session. Attendees are invited to purchase lunch and select from over 30 lunchtime topics.

Keynote Presentations



What Got You Here Won't Get You There, by California's own **Marshall Goldsmith, PhD**. In November 2009, he was ranked as one of the 15 most influential business thinkers in a study published by *The (London) Times* and *Forbes*.



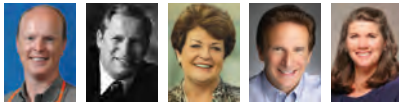
The Wisdom of Positive Change, by **Diana Whitney, PhD**, recipient of ASTD's Best Culture Change of the Year award and recognized by the Organization Development Network for her contributions to the field.



Power of You, by **Ann W. Cramer**, Director Americas, IBM Corporate Citizenship and Corporate Affairs, recently named by *Atlanta Woman Magazine* as the Power Woman of the Year and awarded Georgia's 1st Visionary Leadership Award.

Masters' Series Presentations

The Executive's View:
Managing Organizational Performance



Panelists:

- **Aaron Carmack**, Pacific North Regional Vice President, Home Depot
- **Stephen E. Cooper**, Co-founder, Chairman and CEO, Skyler™ Technology
- **Kay Monroe-Townsend**, Vice President of Operations, United Parcel Service
- **David Stanasolovich**, General Manager of IT Platform Engineering Capability, Intel Corporation
- **Margie Tatro**, Director of Fuel and Water Systems, Sandia National Laboratories



HPT and the Coast Guard: A Partnership of Performance by **Rear Admiral Timothy S. Sullivan**, Commander, Force Readiness Command, U.S. Coast Guard



How Can I Learn to Lead from the Middle? by **John Baldoni**, Baldoni Consulting LLC, recently named one of the World's Top Leadership Gurus for 2010



The Reality of Simulations: Handling Complexity by Reconciling Paradoxes by **Sivasailam "Thiagi" Thiagarajan**, Resident Mad Scientist, The Thiagi Group, Inc.



The Flat World has Swung Open: How Web Technology is Revolutionizing Education by **Curtis J. Bank**, Professor, Indiana University and President, SurveyShare, Inc.

Building HPT into a Business DNA:

A Leader's View by **Irada Sadykhova**, Senior Director, Engineering Excellence and Technical Strategy & Community, Microsoft Corporation



Think. Learn. Share. Apply. Principles & Practices of Performance Improvement

April 17-19

One thing is certain in these uncertain times—performance technology works! Join the thousands of past participants from around the world who have adopted this proven and systematic approach to performance improvement. For more than 10 years, this intensive, highly-interactive three-day program has delivered the tools and best practices necessary to achieve measurable results.

CPT Certification Workshop: Preparing for the CPT

April 18-19

During this workshop, you will receive an overview of the standards on which the Certified Performance Technology (CPT) is based, the certification process, and how the credential came about. As a result, you will gain a deeper understanding of the standards and the criteria for achieving the CPT.

Workshops

April 18 & 19, 2010

SDI Level 1 Facilitator Certification
Tim Scudder

April 18, 2010

Faster, Cheaper, Better: Alternative Approaches to Instructional Design
Sivasailam Thiagarajan & Tracy Tagliati

Motivation & Behavior: Focused Leadership Tools to Achieve Increased Performance
Edward G. Muzio & Steve Overcashier

Organizational Intelligence: How to Add Value to Your Organization
Lynn Kearny & Kenneth H. Silber

Performance-based Instructional Design: Practical Techniques & Tools that Engage Learners
Gary DePaul

Strategically Thinking Outside the Box
Suzanne J. Ebbers

Training's NOT the Answer! Using a System's Approach to Performance
Lisa Jasper & Adelee Licir

April 19, 2010

Designing Scenario-based Multimedia Learning
Ruth Clark

Interactive Strategies for Improving Performance
Tracy Tagliati & Sivasailam Thiagarajan

Maximizing Business Results through a Sustainable Learning Structure
Monica Goodale & Katica Roy

Linking Jobs to Processes
Danny Langdon & Kathleen Whiteside

Matrix Management: Key Management Practices for Effective Cross-Functional Cooperation
Bill Daniels

The Six Boxes® Approach: An Introduction to Performance Thinking
Carl Binder

ISPI workshops are held prior to the conference. Workshop registration fees are separate. You may attend a workshop without attending the conference.



**International Society for
Performance Improvement**

WHERE KNOWLEDGE
BECOMES KNOW-HOW

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Silver Spring, Maryland 20910

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register today!**

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**Thanks to
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THE Performance Improvement Conference 2010

April 19-22

**San Francisco
Marriott Marquis**

**San Francisco
California**

Conference Hotel



**San Francisco
Marriott Hotel**

55 Fourth Street
San Francisco, CA 94103

415.896.1600
www.marriott.com

Special Conference Rate: \$199
single/double, plus all applicable taxes
Special Rate Ends: March 29, 2010, or
until room block is full

Exciting News! All guests within ISPI's
hotel room block will receive
complimentary high-speed access for the
duration of their stay (\$12.95/day value).

For the full details and the most
up-to-date information, visit
www.ispi.org/ac2010



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