

## **Balanced Scorecard Institute and Spider Strategies Conclude the 2014 Strategy Execution Users Conference**

*The Balanced Scorecard Institute (BSI) and its partner, Spider Strategies, hosted a Users Conference on Strategy Execution using the Balanced Scorecard & QuickScore™, which was held March 30- April 2, 2014 at the Hilton Myrtle Beach Resort in Myrtle Beach, SC. Over fifty participants from around the world 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.*

BSI and Spider's first annual Users Conference focused on attendees' experiences with strategic planning and management, performance analysis, and strategy execution using [balanced scorecard systems](#), as well as the QuickScore™ Performance Information System (QuickScore). The conference featured lessons learned and best practices from the two companies' experiences in 80 countries around the world--lessons that helped attendees develop a more robust planning and management system, better execute strategy, and drive improved performance through automation and performance analysis.

The conference focused on engaging and supporting the BSI and Spider user communities, which included anyone using the balanced scorecard, users of BSI's Nine Steps to Success™ strategic planning and management methodology, readers of BSI's new book, *The Institute Way: Strategic Planning and Management with the Balanced Scorecard*, or anyone using the Spider Strategies performance measurement and management software solution. Discussions and demonstrations on specific topics of interest were led by industry thought leaders, including senior officers and associates from BSI and Spider Strategies, as well as actual users that shared their real life experiences. QuickScore™ users attending were the first to catch the latest software updates when they were revealed at the conference by Spider Strategies, as well as participating in the first customer driven feedback forum on desired new features for QuickScore™.

Conference activities included a golf tournament, a spa day, and various networking activities to help attendees get to know and learn from each other. For those who wanted to dig deeper into performance management issues, there were also a few workshops on advanced topics, such as advanced performance measurement development using Stacey Barr's PuMP® framework, strategic process improvement and advanced balanced scorecard problem solving.

Various speakers from different industries and sectors attended the conference and highlighted their experiences for attendees, including:

- Margot Carmichael Lester, Founder and Strategist, The Word Factory
- James Robinson, Executive Director, George Washington University Center for Excellence in Public Leadership
- Gary Cokins, President, Analytics-based Performance Management, LLC
- David Scott Henschel, President, Potentia, LLC, Director, Lean Six Sigma Training and Deployment, Army Medical Department Center and School
- Susan Warren, Corporate Strategy Office Department Manager, Blue Cross and Blue Shield of Alabama
- John Rudrud, Strategic Planning Specialist, The National Marrow Donor Program/ Be the Match Registry



- Michael Taylor, Owner, Schelling Point
- Rusty Kreitz, Contractor, SMS Deployment and Training Manager, CEO, Organth, Inc
- Clive Keyte, Director, INTRAFOCUS Limited

Information pertaining to the next BSI / Spider event will be announced shortly.

About the Balanced Scorecard Institute:

The Balanced Scorecard Institute, a Strategy Management Group Company, provides strategic planning, balanced scorecard, and performance management training, certification, and consulting services to government, nonprofit, 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.

The Institute’s website, [www.balancedscorecard.org](http://www.balancedscorecard.org), is a leading resource for information, ideas and best practices on strategic planning and management, performance measurement, and balanced scorecard systems. The Institute’s Nine Steps to Success™ balanced scorecard framework integrates strategic planning, budgeting, operational planning, performance measurement and strategy execution into a practical disciplined framework for helping organizations achieve higher levels of performance.



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