



Balance Scorecard Institute's Expertise on Display at National Conferences

BSI's Chief Operations Officer David Wilsey and Senior Associate Juliette Bastian to present at the ASP Conference May 6-8, 2015, while Director of International Operations/R&D Joe DeCarlo to present at ISPI Conference April 26-29, 2015.

David Wilsey, Chief Operations Officer, and Juliette Bastian, Senior Associate, with the [Balanced Scorecard Institute](#) (BSI) will present at the Association for Strategic Planning Conference (ASP) held on May 6-8, 2015 at the Sheraton Hotel in Tysons Corner, VA.

Joe DeCarlo, BSI's Director of International Operations/R&D, will present at the International Society of Performance Improvement (ISPI) Conference held on April 26-29, 2015 in San Antonio, TX.

David's break-out session entitled, "Master Class: Mapping and Measuring Strategy - How to Translate Strategic Thinking into Results", will enable participants to think strategically and avoid getting overwhelmed with tactical details. Participants will:

- Learn how to visualize strategy with a strategy map to create alignment, connect the dots between strategy and operations and improve employee focus on outcomes.
- Learn how to translate strategy into measurable results that can be used to design meaningful performance measures.

David has more than 20 years of experience in consulting, engineering, marketing, manufacturing, design, programming, research, education, and multimedia production. His BSI clients have included UNICEF, KeyLogic Systems, National Cancer Institute/OPIRM, U.S. Centers for Medicare and Medicaid Services, and Wake County Community Services. David is co-author of *The Institute Way: Simplify Strategic Planning & Management with the Balanced Scorecard*. He also co-authored the ASP Exam Study Guide.

Juliette's presentation entitled, "A New Management Science that Radically Improves the Success of Team Collaborations", will discuss the new Management Science that is currently taught in some of the top MBA programs, such as Wharton, Cornell, Duke, and University of Maryland. Participants will:

- Learn about this relatively new Management Science that is currently being used in organizations to greatly improve the results of collaborative efforts, including strategic planning with globally dispersed teams.
- Learn why 92% of collaborations fail to achieve full success and what can be done about it via the practical application of behavioral science.

Juliette has more than 28 years of experience with government and non-profit organizations, with expertise in change management, organizational development, contract/project management and strategic planning. Her BSI clients have included San Antonio Airports, Five Acres Child & Family Services, Community Action Partnership of San Bernardino County, Central Bank of Belize, Gallup Indian Medical Center, Louisville Metro Government, City of Edmonton, and San Mateo County.

Joe's presentation, "Strategic Performance – Three International Organization's Solutions", will feature performance challenges and solutions from around the globe. He will provide an overview of challenges faced by three international/multi-national organizations and the methodologies used to resolve those and other questions of strategic performance realization. Participants will:

- Understand how strategic performance alignment across a single or multi-national organization can be accomplished

- Review the “must-do” processes required for strategy performance realization
- Learn an array of strategic performance tools and techniques

Joe has 40 years of extensive experience in business structuring, strategy formulation & implementation including balanced scorecard use, change management, and the design/execution of innovative operational business models/solutions in the private, public, and nonprofit sectors. His career includes time with IBM, and his BSI clients include the national governments of Ethiopia, Botswana, and United Arab Emirates, as well as Cisco, Fluor, and Liebherr Mining.

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, 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 -- 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 disciplined framework for helping organizations achieve higher levels of performance.



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