

2008 Annual Conference

STRATEGIC PLANNING & ACTION: DRIVING GROWTH FROM CHANGE

At this highly interactive conference, you will learn effective tools and techniques for strategy formulation and implementation based on real-world case demonstrations and discussion.

February 24-26, 2008

Marina del Rey Marriott Hotel
4100 Admiralty Way
Marina del Rey, California 90292



ABOUT THE CONFERENCE

ASP's annual conference is the nation's premier forum for professional discussion and exchange of information and experiences among strategic planning practitioners. The 2008 ASP Conference features two full days bringing together thought leaders and practitioners for proceedings dedicated to advancing all aspects of strategic thinking, planning and action. The theme of this year's conference is "Strategic Planning & Action: Driving Growth From Change". At this highly interactive conference, you will learn effective tools and techniques for strategy formulation and implementation based on real-world case demonstrations and discussion.

This year's conference agenda will feature keynote presentations from top leaders in business, academia and not-for-profit organizations. Concurrent sessions will be offered multiple times throughout the conference to allow for all attendees that are interested to partake. Several "deep dive" workshops will offer those seeking a special concentration and advanced understanding in a few very selected strategic topics.

Additional networking time is built into the schedule this year for meeting new colleagues and sharing experiences. We have a Sunday evening event planned to kick-off what promises to be the most exciting conference yet!

Conference sponsorship opportunities are also available. For more information regarding sponsorships, please contact Dominic Harwood.

WHAT YOU'LL LEARN

WHAT YOU'LL SEE

WHY YOU SHOULD GO

- Proven methods and tools for strategy formulation and implementation based on real-world case demonstration and discussion
- New and better ideas about strategic planning
- How to build an orientation toward results into the planning Process
- How thought leaders are reframing strategic planning processes to focus on competitive advantages
- Innovative ways that public sector organizations are adapting to challenges and opportunities

- Keynote speakers who are revolutionizing the way top organizations think about strategy
- Senior executives and their consulting advisors presenting the methods and tools that have helped them to think, plan and act toward strategic success
- Exhibitors displaying leading edge tools and systems to help your organization

- Hear the latest from thought leaders in strategy formation and execution
- Learn from executives faced with the challenge of getting results from strategy
- Walk away with ideas and tools you can use
- Make connections that expand your business and personal network
- Find out for yourself why this is such an anticipated event ... ASP is the foremost professional organization dedicated to advancing thought and practice in strategy development and implementation



WHO SHOULD ATTEND

Management Teams will learn how to help their organizations maintain a long-term perspective balanced with the demand for near-term results.

In-House Strategists will learn to be even more effective. The Conference will present best practices of recognized organizations, show how others have overcome obstacles in planning, and offer ways to demonstrate the value of strategic planning to busy executives in their organizations.

Consulting Professionals will acquire powerful frameworks and tools and exposure to real-world examples that make strategic thinking and action more relevant and valuable to their clients.

Students and Academics will broaden their knowledge by listening to the first-hand experience of practitioners and thought leaders in strategic planning.

The Conference will demonstrate successful practices for:

- Large businesses
- Small and medium-size businesses
- Public-sector organizations
- Not-for-profit organizations
- Academics and students
- Business analysts and writers



HOW TO REGISTER

Register by calling 1-877-816-2080 or online at <http://www.strategyplus.org/conference.shtml#Registration>

	EARLY BIRD*	ADVANCE**	ON-SITE
Student	\$595.00	\$795.00	\$895.00
Non-Member	\$745.00	\$945.00	\$1,045.00
Member	\$595.00	\$795.00	\$895.00

*Early Bird registrations ends: Tuesday, January 15 at midnight

**Advance registrations ends: Friday, February 22 at midnight

•For additional information contact: Janice Lauren - 877 816-2080



AGENDA: MONDAY 2/25/08

MORNING

6:30 Registration & Breakfast

7:20 Keynote Speaker: *Michael Mankins*

7:20 Introduction to the Conference

7:45 Keynote Speaker Michael Mankin

8:30 Q&A

8:45 Break

9:15 Breakouts & Workshops

9:15 Track A Sessions

10:30 Break

11:00 Track B Sessions

Deep Dives - Workshops

AFTERNOON

12:15 Lunch and opening remarks

12:15 Transition to lunch

12:30 Lunch and opening of the conference remarks
(15-20 min.)

1:30 Transition to Breakouts/Workshops

2:00 Breakouts & Workshops (repeat of morning)

2:00 Track A Sessions

3:15 Break

3:45 Track B Sessions

Deep Dives - Workshops

5:00 Break

6:30 Dinner with Keynote Speaker *Ira Jackson* & Awards

9:00 End of first day



AGENDA: TUESDAY 2/26/08

MORNING

6:30 Breakfast

7:20 Keynote Speaker: *Kevin Clancy*

7:20 Recap of Monday's events and sessions

7:30 Keynote Speaker *Kevin Clancy* (40-45 min.)
Q&A (10-15 min.)

8:30 Transition to Breakouts/Workshops

8:45 Break

9:00 *Breakouts & Workshops*

9:00 *Track A Sessions*

10:15 Break

10:45 *Track B Sessions*

Deep Dives - Workshops

AFTERNOON

12:00 Lunch with Keynote Speaker *Art Kleiner*

12:00 Transition to lunch

12:15 Lunch

12:45 Keynote Speaker *Art Kleiner* (40-45 min.)
Q&A (10-15 min.)

1:45 ASP President and Conference Co-Chairs

2:00 Transition to Breakouts/Workshops

2:15 *Breakouts & Workshops* (repeat of morning)

2:15 *Track A Sessions*

3:30 Break

4:00 *Track B Sessions*

Deep Dives - Workshops

5:15 End of conference



KEYNOTE SPEAKERS



Kevin J. Clancy, Ph.D. • Chairman
Copernicus Marketing Consulting • Waltham, Massachusetts

Kevin J. Clancy, Ph.D., is the co-founder, chairman and CEO of Copernicus Marketing Consulting, a marketing firm committed to transforming the way companies think about and practice marketing. Prior to Copernicus, Clancy founded and served as Chairman of Yankelovich Clancy Shulman. Earlier in his career, he was Vice President for Research Services at BBDO Worldwide, and held faculty appointments in Sociology and Marketing at The Wharton School of the University of Pennsylvania and Boston University's School of Management. Clancy received his B.A. and M.A. degrees in Sociology and Economics from the City University of New York and his Ph.D. in Research Methods and Statistics from New York University. Clancy has published numerous articles on advertising, marketing, and social science research, has consulted for three decades with major corporations around the world, including American Express, AT&T, and McDonald's and has co-authored seven books, including two business best-sellers.

Ira Jackson • Henry Y. Hwang Dean & Professor of Management
The Drucker School • Claremont, California

Throughout his career, Jackson has brought entrepreneurship and excellence to government, higher education, and the nonprofit sector. At the age of 26, he was chief of staff to Boston's Mayor Kevin White. At 32, he was the Senior Associate Dean of Harvard's John F. Kennedy School of Government, where he helped lead the School during its period of rapid growth and institutional transformation. He left the Kennedy School to become Commissioner of Revenue for the Commonwealth of Massachusetts, where he was credited with being one of the architects of the "Massachusetts economic miracle." His leadership was recognized by the Massachusetts Taxpayers' Association with their first Lyman Ziegler Award for Outstanding Public Service. Jackson served as Executive Vice President of Bank Boston for a dozen years, during which the company consistently received Outstanding Community Reinvestment Act ratings from federal regulators for leadership in strengthening inner-city communities. Jackson returned to Harvard as the Director of its Center for Business and Government at the Kennedy School and later became the first president of the Arthur M. Blank Family Foundation in Atlanta. Prior to joining The Drucker School, he was President and CEO of the Arizona State University Foundation. Jackson received an A.B. from Harvard College, an MPA from the Kennedy School of Government, and attended the Advanced Management Program at the Harvard Business School. He is co-author (with Jane Nelson) of *Profits with Principles: Seven Strategies for Delivering Value with Values* (Doubleday, 2004), described by Tom Peters as "a stunning achievement... and a survival guide for business executives and a survival guide for capitalism itself."



KEYNOTE SPEAKERS



Art Kleiner • Editor-in-Chief, Strategy + Business Principal, Booz Allen Hamilton • New York City, NY

Art Kleiner is the Editor-in-Chief of Strategy+Business. He is a writer, lecturer, and consultant with a background in business management, interactive media, corporate environmentalism, scenario planning, organizational planning, and organizational learning. His column on Culture & Change appeared in Strategy+Business from 2000 to 2005. His most recent book, *Who Really Matters: The Core Group Theory of Power, Privilege, and Success* (Doubleday/Currency, 2003), was singled out for praise by The Financial Times and Fast Company, and excerpted by the Harvard Business Review. As editorial director of the Fifth Discipline Fieldbook series (developed with Peter Senge), he has been a coauthor of three bestsellers published by Doubleday: *The Fifth Discipline Fieldbook* (1994), *The Dance of Change* (1999), and *Schools That Learn* (2000). He is also the author of a critically acclaimed management history: *The Age of Heretics: Heroes, Outlaws, and the Forerunners of Corporate Change* (Doubleday, 1996). Since 1987, Mr. Kleiner has been on the faculty of New York University's Interactive Telecommunications Program, where he teaches courses on scenario planning and writing for new media.

He has also delivered courses for a variety of organizations, including Global Business Network, the Shambhala Institute for Authentic Leadership, HR.Com, Linkage, the Society for Organizational Learning, and the Center for Organizational Learning at Massachusetts Institute of Technology, where he cocreated (with George Roth) a pioneering form of organizational storytelling, the "Learning History." For several years, he was the head of research for an innovative consulting firm, Dialogos, in Cambridge, MA. He lives with his family outside New York City.

Michael Mankins • Partner Bain & Company • San Francisco, CA

Michael Mankins is a Partner in the San Francisco office of Bain & Company, a global management consulting firm.

Mr. Mankins advises business leaders on strategic and organizational initiatives to drive higher levels of performance and long-term value. He has worked in numerous industries, including: automotive, aerospace, chemicals, diversified manufacturing, petroleum and financial services.

Mr. Mankins is a recognized authority on turning great strategies into great performance through exceptional decision-making and execution. In addition to being coauthor of *The Value Imperative*, published by the Free Press, his writings and ideas have appeared in Harvard Business Review, Harvard Management Update, Wall Street Journal, Financial Times, and The Journal of Business Strategy among others. He has been a featured speaker at Harvard Business Review's HR Strategy Conference, Harvard Business Review's Latin America Conference, Corporate Board Member's Boardroom Summit, Business Week's CFO Forum, and CFO's Excellence in Finance forum. In 2006, Consulting Magazine named him one of the year's "Top 25 most influential consultants."

Michael holds a B.S. in Economics from University of Kentucky and a M.B.A. from The Wharton School of the University of Pennsylvania.



BREAKOUT SPEAKERS



Break-out Sessions cover the following strategic management areas: Environmental Scanning, Strategy Formulation, Implementation, Evaluation & Control and Best Practices.

At A Glance...

V. Rory Jones, Co-founder, Business Intelligence Associates

The Executive Guide to Boosting Shareholder Value

What is the fastest and most effective way to boost value? All business leaders know that, at the end of the day, business performance is about delivering increases in business value. The Executive Guide to Boosting Cash Flow and Shareholder Value gives business leaders critical insights and a path to boosting the value of their businesses and does so by melding two core management disciplines, marketing and finance, in a pragmatic and reality-based approach.

James B. Swartz, President, Seeing David in the Stone

Strategic Imperatives to Survive and Thrive in a Brutal Global Marketplace...or 10% or Die

Learn how you must be strategically differentiated for opportunity, how competitors may be seizing opportunities you are missing, how the best leaders expertly mobilize people to seize those opportunities and how the top companies create a sustainable future. Global companies must increase their value/cost proposition 10% per year as the quantity and quality of innovations has risen rapidly in recent years.

Yoram Solomon, Senior Director, Industry Relations and Technology Strategy, CTO Office, Texas Instruments

Bowling with a Crystal Ball

The process of technological innovation in the \$1.3 trillion electronic product market is reexamined, and a new, innovative, three-step process is provided. This innovation process is easier to implement than others before it, based on: (1) even the fastest moving technology trends are predictable, and (2) so are the consumption trends. It is the intersection of both that allows innovation.

Paul David Walker, President & Founder, Turiya Leadership Consulting

Unleashing The Strategic Genius of Leaders, Teams and Corporations

Paul David Walker helps leaders unleash and implement the genius of their businesses. The problem often is the leaders are disconnected from their natural genius. In order to develop successful strategies a team of leaders has to be able to see that actual flow of cause and effect, which is the source of genius. Most leaders' perceptions are distorted by their inability to let go of what they think is real. Paul will help you learn to unleash your genius and the genius of your teams and clients, and then the strategic answer will become obvious.

Michael W. McMillan, Global Business Development Manager, DuPont Performance Coatings, Refinish Division

Jennifer von Briesen, Owner & Principal, Frontier Strategy, LLC

Blue Ocean Strategy in Action

This session will introduce participants to the concepts and tools of Blue Ocean Strategy, the international bestseller by professors W. Chan Kim and Renée Mauborgne focused on how companies can grow by simultaneously creating superior buyer value and reducing their cost structures. Topics covered will include best practices and lessons learned from implementing a number of Blue Ocean Strategy projects and opportunities over the last five years.

Dr. Mark L. Frigo, Director, DePaul University

Gary Plaster, Principal, Capital H. Group

Return Driven Strategy: Driving Growth Through Customer & Employee Engagement

The presentation will discuss the hypothesis the engaged employees create customer value which drives profitable growth. The presentation will include a discussion of the tenets of business strategy of high performance companies backed by empirical data, the connection between Employee Engagement and Customer Value Creation and the case study: Mitchell/Richards - the link between "Hugging Your Customers and Hugging Your People".



BREAKOUT SPEAKERS

Greg Bruce, Strategy and Planning Manager, Schlumberger Information Solutions

GM27 "Top-Down Bottom-Up" Strategy Execution

This presentation will describe the key milestones in the 24 month process of strategy formulation and execution. It will be based on real life working experience inside Schlumberger Information Systems (SIS), a \$1 billion 3600 person organization inside a \$20 billion 76,000 person organization. Topics will include formulation of the strategy by the execution team, strategy validation with input from various international geographic locations and technology centers, communication of the validated strategy and the process for measuring the alignment and success with the execution of the strategy to grow the business over 5 years.

Seth Milstein, Managing Partner, Tan Rhino Investment Group

Teaching the US Navy to Defend Itself

This is a case study of US Naval Installations Command implementation of a world-wide standard strategy for crisis planning over CY2007 and into the future. The strategy saw alignment of fourteen Naval Regions and a National Command Center with a common planning practice and methodology to handle the gamut of concerns from antiterrorism to disaster response. This presentation will discuss the strategic context and considerations that went into the program, as well as the methodology taught the US Navy regions that presently allow common standard practices across the enterprise.

Michael Kanazawa, CEO, Dissero Partners

BIG Ideas to BIG Results

Why do most corporations fail to achieve breakthrough performance? They make it too complex. They clutter it with jargon, hire too many consultants, and chase after too many fads. The ACT process offers a better approach: one that's simple, practical, and 100% results-driven. Michael Kanazawa will provide an exclusive preview of his book (BIG Ideas to BIG Results - Financial Times Press/Pearson Hall) that will be launching in March 2008. He will cover the essence of the ACT process that was first distilled by his co-author, Dr. Robert Miles, while chairing the Harvard Business School MOE Program. Michael will cover the key lessons learned from over 15 years of advising on major corporate transformations and how those have evolved into the practical lessons that any company can use captured in the book.

John J. McGonagle, Jr., Managing Partner, The Helicon Group

Sometimes You Do & Sometimes You Don't - When Do Strategic Planners Need Competitive Intelligence Professionals

Using real examples, the goal is to help attendees identify the pros and cons of strategic planners doing their own competitive intelligence research, using an internal CI unit, and/or using an outside consultant. There is no single right answer; the examples will be used to identify the best practices, highlighting the pros and cons of each approach, and help participants learn how to decide among them.

William Malek, Strategy Execution Officer, Strategy2Reality LLC

Strategic Success is About the Pursuit of Organizational Clarity

This presentation explores 12 key pitfalls that derail strategy planning and implementation efforts and the critical activities that are anecdotes for driving the development of organizational clarity. Quips, quotes, stories, humor and visual experiences will be pursued along our journey of discovery.

Seena Sharp, Principal, Sharp Market Intelligence

Competitive Intelligence: Due Diligence for More Potent Strategies

Did you ever learn something new after you implemented your strategy that you would have changed – had you only known it sooner? With Competitive Intelligence, you'll know it sooner. The best strategy for your business must include all relevant information about internal and external forces that affect the company's ability to be successful – current, accurate, and objective information.

David W. Crain, Ph.D., Visiting Professor of Marketing, Whittier College

Stanley C. Abraham, Ph.D., Professor of Strategy and Entrepreneurship, California State Polytechnic University

Meeting Customers' Strategic Needs Through Value-Chain Analysis

Corporations have been using value-chain analysis for years to help with cost reduction, differentiation, and supply-chain management to name a few. But using value-chain analysis to find new high-margin business through meeting customers' strategic needs is relatively new. This presentation outlines a method for doing this and used a case study to illustrate the method.



BREAKOUT SPEAKERS

Alan Leeds, President, Y-Change
Jeff Mains, President & CEO, ANPC

Bridging the Strategy Chasm: Achieve Strategic Goals through Cascading Management

Getting a company from strategy development to company-wide strategy execution means bridging the Strategy Chasm™. This is a difficult process for companies to undertake successfully, but can mean the difference between success and failure.

During this presentation, you will hear about the 15+ year journey ANPC undertook to go from a startup in 1991 to a supplier of major navigational systems to governments & military organizations. Since its founding, ANPC has focused on integrated management & reporting to make real-time data driven decisions, and strategic corporate mgmt. to maximize stakeholder value.

We will show ANPC's line-of-sight methodology used to align, integrate, manage and report progress. You will become familiar with their use of tools (ie. Deming, Hoshin Kanri) to drive their goals & objectives down to programs and projects. Both the successes and lessons learned will be discussed during this interactive session.

Join us to learn how ANPC overcame the "strategy chasm" and converted their strategy into company-wide actions.

What you will learn and take away from this session

- What are the key elements of the StrategyChasm™ and techniques to overcome them
- How to translate corporate strategy into aligned objectives, initiatives and metrics
- How to align and integrate these initiatives & "change management" efforts to drive programs, projects & personal goals

Carlos Centurion, VP Strategy & Marketing, River Logic Inc.

More Insight. More Impact. More Profit. Less Time.

Strategy professionals can now link strategic planning directly to execution. In doing so, strategy pros increase their impact through greater insight and improved performance. River Logic, 2008 recipient of CMP's Intelligent Enterprise Editors' Choice Award, provides integrated business planning and advanced modeling through its Enterprise Optimizer® (EO) software. EO helps transform strategic planning into an actionable competitive advantage through improved alignment, enhanced decision making and quantifiable financial metrics.

Walt Shill, Managing Director, North America Consulting Practice

The Chief Strategy Officer: Why you need one, how to find one.

Even the most compelling strategy is useless if it isn't implemented. But in many companies, no one's driving execution. Many CEOs, grappling with the complexity of doing business in the global economy, are too overloaded to stay on top of strategy implementation. COOs and CFOs are too wrapped up in day to day dealings.

Some companies, including AIG, Kimberly-Clark, Motorola and Yahoo! have discovered a way to fill the execution void: hire a Chief Strategy Officer to ensure corporate strategy gets translated into action. CSOs communicate strategy to people throughout the organization and help them see how their work supports it. They ride herd on change initiatives needed to carry out strategy. And they make sure decisions at all levels align with strategic objectives.

Hire a CSO, and you help your senior team deliver faster, better decisions while building world-class execution capabilities throughout your company.



HOTEL & ACCOMMODATIONS



A limited block of rooms has been reserved at the Marriott Marina Del Rey. As these rooms can be held only until Friday February 1, 2008, we recommend that you book your hotel rooms as soon as possible. Please indicate that you are attending the Association for Strategic Planning Annual Conference, group code ASPASPA.

Reservation details:

- * U.S. \$189.00 for standard room - single or double occupancy for Saturday, February 23 to Wednesday, February 27, 2008.
- * Make your hotel reservation online.
- * You may also call the Marriott reservation line at 1-800-236-2427.

Marriott Marina del Rey
4100 Admiralty Way
Marina del Rey, CA 90292
Phone: 1-310-301-3000



Airfare Savings

We have arranged a 5% discount on American Airline flights to Los Angeles area airports for the ASP Annual Conference. When making your airline reservation at AA.com, enter the code A2228AS in the Promotions field (see AA.com for terms, conditions and restrictions).



Car Rental Savings

Avis offers special discounts on a wide selection of vehicles. To reserve a car, contact Avis directly at avis.com. When making your car rental reservation, enter the Avis Worldwide Discount (AWD) code D005846. To access the Avis ASP Conference Savings page [click here](#) or call 1-800-331-1600.





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