2007 International Performance Improvement Conference

Performance Beyond Borders

45th Annual Conference

ISPI
International Society for Performance Improvement

36th World Conference

IFTDO
International Federation of Training & Development Organisations

A partnership bringing together world-class ideas for improving performance in the workplace

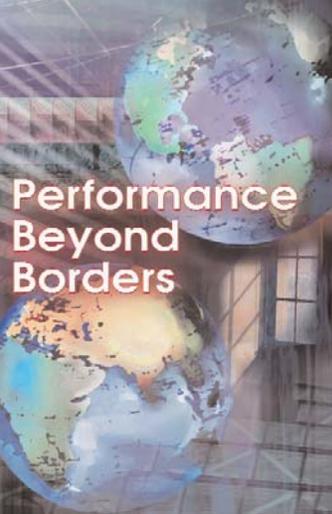**Conference:** April 30-May 3, 2007
Workshops: April 29-30, 2007
HPT Institutes: April 28-30, 2007

San Francisco Marriott Hotel
San Francisco, California, USA
www.ispi.org/ac2007

2007 International Performance Improvement Conference
Performance Beyond Borders

The International Society for Performance Improvement (ISPI) in partnership with the International Federation of Training and Development Organisations (IFTDO) announces the 2007 International Performance Improvement Conference, April 30 to May 3, 2007, in San Francisco, California, USA.

This year's theme, Performance Beyond Borders, focuses attention on spanning all performance parameters: geographical, cultural, organizational, interpersonal, and intrapersonal. Our globalized world is challenging us to find common ground for greater success by reaching out across national boundaries, diverse cultures, and different languages, as well as prior mindsets and past practices. As organizational boundaries become more porous, previous perceptions are increasingly being questioned and expanded.

This year we have a unique opportunity to leverage the special ISPI and IFTDO synergy. Together we will blend our areas of expertise and practice and explore how Human Performance Technology (HPT) can extend beyond barriers to enable individuals and organizations to achieve new, previously unimagined results.

Within a conference environment of inclusion, intimacy, and innovation, ISPI and IFTDO will explore different views and diverse ideas in a celebration of four core performance principles: focusing on results, taking a systems view, adding value, and promoting partnerships. These principles are our unifying features. Regardless of culture, location, discipline, and position, these principles provide bridges for Performance Beyond Borders.

Come to San Francisco, an international city alive with the cultures and languages of the West and the East, the Old World and the New, the traditional and the novel. With neighborhoods that reflect a diverse mix of the human experience, this city provides a perfect background for our unique international conference focused on human performance. Participants are assured an experience that will be engaging, enlightening, and exciting.

What's on the Program?

In addition to a premier line up of workshops and HPT Institutes, the 2007 International Performance Improvement Conference offers more than 250 educational sessions that address the current and emerging issues shaping the field of HPT. Activities include dynamic round-table discussions, numerous networking opportunities, and unique events to cultivate positive and productive engagement of all participants. Attendees will enjoy many opportunities to learn from the current and future leaders in the field of HPT from across the globe.

Conference highlights include:

- Opening Session and Reception
- Keynote Presentation: Lynne Lancaster
- Encore and Masters' Presentations
- Community Center: A World Bazaar of People, Ideas, and Performance Improvement
- Conference Bookstore
- International Discussion Forums
- Special Event: San Francisco Extravaganza

Who Attends?

If you are interested in improving workplace performance and expanding your professional network, you won't want to miss this unique opportunity to join your colleagues from around the world.

For up-to-date information, visit www.ispi.org/ac2007.

Spanning All Performance Parameters

Keynote Presentation

Tuesday, May 1

Lynne Lancaster is one of today's foremost cultural translators. She is co-founder of BridgeWorks, a generational diversity consulting and training company with corporate and nonprofit clients nationwide. Lynne is co-author with David Stillman of the best-selling business book *When Generations Collide*—a favorite among CEOs. A sought-after expert on workplace and social trends, she advises leaders, managers, and employees on how to conduct business more successfully by bridging generation gaps at work and in the marketplace. Lynne earned her stripes as a management consultant, coaching managers and senior executives from such corporations as Coca-Cola, The Principal Financial Group, and Ralston Purina on decoding communication issues.

Masters' Series Presentations

Tuesday, May 1 and Thursday, May 3

Designed to provide an in-depth analysis of the trends and issues facing human performance improvement practitioners worldwide, these speakers were selected by the 2006-07 ISPI President Clare Elizabeth Carey, CPT, EdD, because of their expertise and accomplishments in HPT. In addition to the presentations listed, J. Robert (Bob) Carleton and Tayo Rotimi, CPT, will also be speaking. For full descriptions, visit www.ispi.org/ac2007.

Applying the Standards of Performance Technology with the Royal Canadian Mounted Police

Roger Chevalier, CPT, PhD, Principal, Improving Workplace Performance, William Pullen CPT, MA, Managing Principal, Gordon Pullen Consulting Inc., and Yvon de Champlain, Inspector, Officer in Charge, Learning Alignment Initiative, Royal Canadian Mounted Police

Insights from the Outside: Practicing HPT in Old Europe

Monique Mueller, CPT, la volta consulting, Zurich, and Christian Voelkl, CPT, E&E information consultants AG, Berlin

Making It So: Success in High-Warp, High-Risk, High-Stakes Environments

Renee M. Meyer, Associate Director for Education and Training, National Security Agency/Central Security Service

The Olympic Road to Performance Improvement: From "Scratch" to Qualified Olympic Swim Athletes in Athens 2004—and Beijing 2008?

Dr. Michiel Bloem and Dr. Arnoud Vermei, WEB Performance Consultancy, The Netherlands

Six Sigma in a "Flattened" World: A Culturally Sensitive Change Process

Dr. Ruhe Hao, CPT, Senior Vice President, Bank of America, Certified Six Sigma Black Belt

Special Event: San Francisco Extravaganza

Wednesday, May 2

Get ready for an evening of enjoyment in the Yerba Buena Ballroom of the San Francisco Marriott Hotel. Start your night with a photo taken at one of San Francisco's tourist attractions. Take a spin on the dance floor with live music. Be entertained by San Francisco Mimes, Strolling Magicians, and more. As the festivities continue around you, enjoy foods and desserts from the San Francisco Bay Area. Experience all San Francisco has to offer without stepping outside.

Closing Banquet Presentation

Thursday, May 3

This year's banquet speaker is the dynamic and "high-performance" Allison Rossett, CPT, EdD, Professor, San Diego State University and long-time ISPI advocate.

Can Allison Figure Out a Way to Generate Light and Joy without Data, PowerPoint, and Citations?

I asked around. My current and former students doubted it. A client did too. And one of my colleagues asked if I ever had before. "Nope," I admitted. Will I figure out the "banquet speech" without resorting to the usual tools and techniques that have served me for decades? Come and see what I have to say about high-performance banquet speechifying. Hope to see you there!

A ticket to the Closing Banquet is NOT included in the full conference registration. Individual tickets are $65 and should be purchased in advance.

Performance Beyond Borders
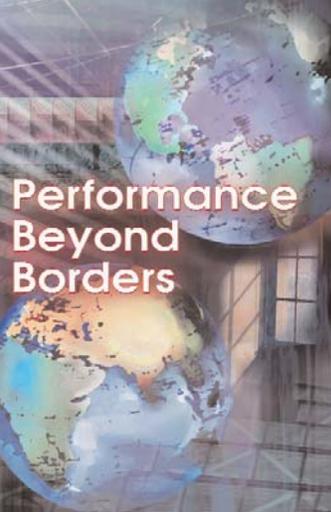
HPT Institutes

Saturday, April 28 – Monday, April 30
8:30 am-5:00 pm (all three days)

ISPI's Human Performance Technology (HPT) Institutes are hands-on, interactive learning events that provide information immediately applicable in the workplace. So, plan to roll up your sleeves and attend one of two, three-day HPT Institutes.

Principles and Practices of Performance Improvement provides the foundations of systematic, measurable, and reproducible performance improvement. You will learn how to analyze performance problems and present possible solutions. **Institute Code: WSP**

The award-winning **Making the Transition to Performance Improvement** identifies what a performance improvement department looks like in action, and how "traditional" human resources, organization development, or training can make the transition to a performance improvement function. **Institute Code: WST**

Expert instructors engage you in collaborative analyses of case studies and active problem solving. Takeaways include models, best practices, resources, and a network of colleagues with a broad array of expertise. Continental breakfast and lunch are included in the registration fee. Visit ww.ispi.org/ac2007/institutes.htm, for the full course description.

The registration fee to attend an HPT Institute is separate from the conference registration fee.

Questions? Contact Dr. Roger Addison, CPT, ISPI's Sr. Director of Human Performance, at 415.332.2560 or roger@ispi.org.

Schedule-at-a-Glance

Saturday, April 28, 2007
8:30 am–5:00 pm..............HPT Institutes
2:00-6:00 pm....................Registration

Sunday, April 29, 2007
7:00 am–6:00 pm..............Registration
8:30 am–5:00 pm..............HPT Institutes
8:30 am–5:00 pm..............Workshops

Monday, April 30, 2007
7:00 am–8:30 pm..............Registration
8:30 am–5:00 pm..............HPT Institutes
8:30 am–5:00 pm..............Workshops
5:00–6:30 pm....................Opening Session
6:30–8:30 pm....................Opening Reception

Tuesday, May 1, 2007
7:00 am–6:00 pm..............Registration
8:30–10:00 am..................Keynote Presentation:
　　　　　　　　　　　　　　Lynne Lancaster
10:00–11:00 am................Coffee Break
11:00 am–12:30 pm..........Educational Sessions
12:30–2:00 pm..................Lunch Break (on your own)
2:00–3:30 pm....................Educational Sessions
3:30–4:00 pm....................Networking Break
4:00–5:00 pm....................Masters' Series Presentations

Note: For up-to-date schedule information, visit www.ispi.org/ac2007.

Wednesday, May 2, 2007
7:00 am–6:00 pm..............Registration
8:30–10:00 am..................Bagel Barrel
10:00–10:30 am................Networking Break
10:30 am–Noon.................Educational Sessions
Noon–1:30 pm ....Lunch Break (on your own)
1:30–3:00 pm....................Educational Sessions
3:00–3:30 pm....................Networking Break
3:30–5:00 pm....................Educational Sessions
7:00–10:00 pm..................San Francisco Extravaganza

Thursday, May 3, 2007
7:00 am–6:00 pm..............Registration
8:00–9:00 am....................Coffee Break
9:00–10:00 am..................Masters' Series Presentations
10:00–10:30 am................Networking Break
10:30 am–Noon.................Educational Sessions
Noon–1:30 pm ....Lunch Break (on your own)
12:30–1:30 pm..................ISPI Business Meeting
1:30–3:00 pm....................Educational Sessions
3:00–4:30 pm....................IFTDO Closing Session
3:00–4:30 pm....................ISPI Wrap-up
6:00–7:00 pm....................Pre-Banquet Reception
7:00–11:00 pm..................Closing Banquet

Advancing Your Professional Development: Workshops and Certificate Program

Whether you are new to the field or looking to enhance your skills, ISPI's half-, one-, and two-day workshops will advance your professional know-how and knowledge in a specific topic area. As a workshop participant, you have the option of registering for individual workshops or participating in ISPI's Certificate Program (details below). Limited in size and facilitated by experts, our workshops provide the tips, tools, and techniques necessary to remain a top performer in your field.

For full descriptions of the workshops, visit ww.ispi.org/ac2007/workshops.htm.

Earn a Certificate? Here's How

Conference registrants may participate in one of ISPI's four Certificate Programs: Analysis, Evaluation, and Measurement; Instructional Systems; Management of Organizational Performance; or Organizational Alignment. To do so, you are required to:

- Attend one, two-day workshop (if available) or two, one-day workshops listed under the specific certificate. For example, for the Analysis, Evaluation, and Measurement Certificate, you may attend the two-day workshop: WBA, or two one-day workshops: WSA and WMA to qualify.
- Attend three, topically-related 45- or 90-minute conference educational sessions (available in January 2007).
- Select the appropriate certificate on the registration form, and register to attend one, two-day (if available) or two, one-day workshops related to that certificate.
- On-site, complete and return the Certificate Program form provided to at the registration desk.

Once complete, participants not only walk away with a **Certificate of Completion** in a specialized area but expand their knowledge and further their professional development.

The workshop and certificate program registration fees are separate from the conference registration fee.

Analysis, Evaluation, and Measurement Certificate
Two-Day Workshops
Sunday, April 29 & Monday, April 30
Managing Employee Retention
Jack J. Phillips, PhD, The ROI Institute, Inc.
WORKSHOP CODE: WBA

For organizations that have or anticipate issues with employee turnover, this extremely powerful workshop offers organizations ways to show the value of specific implementations of a retention solution. This workshop takes a comprehensive approach to managing employee retention and follows the strategic accountability approach to managing retention.

LEVEL: INTERMEDIATE/ADVANCED

Measuring the Return on Investment: A Skill Building Workshop
Patti P. Phillips, PhD, The ROI Institute, Inc.
WORKSHOP CODE: WBB

Who is going to support a learning or performance improvement program that cannot prove itself? Executives demand bottom-line results from all parts of their operations, including learning, development, and performance improvement. Integrating the latest trends, participants quickly see the advantage of the return-on-investment (ROI) process as six types of data are collected and analyzed, representing both qualitative and quantitative data, developed from a variety of sources.

LEVEL: ALL

Measuring Human Capital
Dennis Kravetz, Kravetz Associates
WORKSHOP CODE: WBC

Learn how to use newly developed metrics for measuring human capital in the workplace. Find out how to calculate the dollar value of any competence change in your workforce through the use of a simple equation. Learn how to set up the competency metrics that underlie the equation.

Based upon 20 years of research, learn how to forecast financials like growth in sales and profits from changes in 80 different people management areas.

LEVEL: ALL

One-Day Workshops
Sunday, April 29
Constructing Level Two Evaluation and Certification Systems: Technical and Legal Guidelines
Sharon Shrock, PhD, and William Coscarelli, PhD
WORKSHOP CODE: WSA

Improving human performance requires that performance be measured. In response to demand from customers, certification of competence to provide a service or to use or maintain a product is increasingly a norm. Performance Technologists can add testing expertise to the value they offer their organizations, even if they have no formal prior training in measurement. This workshop provides an overview of current practice in creating and documenting practical and defensible performance assessments.

LEVEL: ALL

Driving and Measuring Individual and Business Performance Results from Training: The High-Impact Learning Approach
*Robert O. Brinkerhoff and Tim Mooney, Advantage Performance Group*
WORKSHOP CODE: WSB

How do you ensure that training investments achieve consistent—and measurable—performance and business improvement results? This dynamic and hands-on training workshop will introduce participants to the research-based and proven "High Impact Learning" framework and give them practice with the methods and tools that a number of companies worldwide have adopted to: transition training departments; "partner" with internal customers; and increase the return on investment.

LEVEL: INTERMEDIATE/ADVANCED

~engaging~interpersonal

Performance Beyond Borders
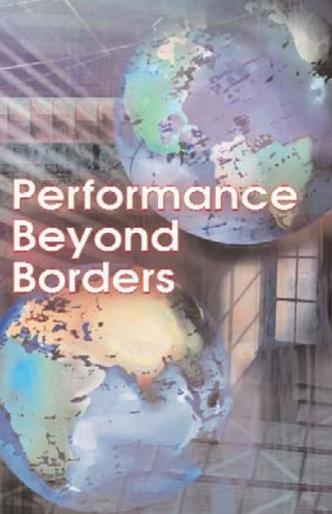
Monday, April 30
The Six Boxes™ Model: HPT for the Whole World!

Carl Binder, CPT, PhD, Binder Riha Assoc.

WORKSHOP CODE: WMA

The simplicity and plain language of The Six Boxes™ Model can drive rapid communication and implementation of HPT across all organizational levels, in diverse cultures, to address performance challenges great and small. This workshop teaches Six Boxes™ "performance thinking" applied to organizational alignment, needs analysis, best practices strategies, implementation planning, leadership, and organizational development. The workshop introduces practical tools and templates plus exercises to ensure that participants can use the model immediately.

LEVEL: ALL

First Things Fast: Strategies to Move from Analysis to Solution Systems

Allison Rossett, CPT, EdD, San Diego State University, and David C. Hartt, CPT, U.S. Coast Guard Performance Technology Center

WORKSHOP CODE: WMB

Now is the time to temper enthusiasm about workplace training with skepticism about whether training alone delivers the goods. What to do? We must build programs based on analysis, tailor solutions to our circumstances, and commit to an irreverent and consultative approach to our customers and the work. The following questions will be addressed: What is performance analysis? Why is consultation at the heart of the mix? What sources are appropriate? What questions will shed light on both causes and solutions? What roles might technology play? How do we do it in ways that avoid analysis-paralysis? And where do these programs go awry? For typical challenges, such as technology rollouts, compliance, and messed-up performance appraisals, participants will work on doing analysis fast and well. Yes, Allison is facilitating two workshops at the same time, but it will not affect the quality of your experience. The transition will be seamless.

LEVEL: ALL

Instructional Systems Certificate
One-Day Workshops
Sunday, April 29
Change, Choices, and Consequences: Ensuring Useful Performance System Improvement

Roger Kaufman, CPT, PhD, Sonora Institute of Technology and Florida State University

WORKSHOP CODE: WSC

This interactive workshop expands the conventional borders of performance improvement. Just as performance technology has changed over the years, so have the concepts, tools, and approaches, including needs assessment, required to be successful in the new realities of organizations and who they serve. Conventional approaches will get negative or unworthy results simply because they ask the wrong questions. The appropriate tools and concepts for measurable improvement are provided and justified. This workshop is not for those who simply want to be more efficient in what they already do and are not open to a different approach.

LEVEL: INTERMEDIATE/ADVANCED

Using Fundamental Learning Research to Maximize Performance

Will Thalheimer, PhD, Work-Learning Research

WORKSHOP CODE: WSD

To ensure that our learning interventions are effective in maximizing on-the-job performance, we must build them to precise specifications, keeping our designs within the fragile tolerances of the human learning system. Too often, even experienced designers get fooled by the myths of tradition or the sway of persuasive gurus. In this highly interactive workshop, the presenter will share wisdom from research compiled from the world's preeminent refereed journals on learning, memory, and instruction.

LEVEL: INTERMEDIATE/ADVANCED

Efficiency in Learning: Applying Cognitive Load Theory for Faster, Better Learning

Ruth Colvin Clark, EdD, Clark Training & Consulting

WORKSHOP CODE: WSE

In this workshop, participants will learn evidence-based methods to make their instructional environments more effi-cient. Based on her book written with instructional scientist Dr. John Sweller and Frank Nguyen, the presenter will show you how to apply 25 years of research on cognitive load theory to your instructional environments. Whether you are designing classroom, asynchronous, or synchronous e-learning training materials, you will apply the psychology, the techniques, and the evidence behind cognitive load theory proven to result in faster learning, better learning, or both!

LEVEL: INTERMEDIATE/ADVANCED

Monday, April 30
Beyond the Humble Job Aid: An Active Tour of Performance Support Examples and Tools

Allison Rossett, CPT, EdD, San Diego State University, and Lisa Schafer, Collet and Schafer, Inc.

WORKSHOP CODE: WMC

Performance support is everywhere now—under a tree, in a submarine, on the manufacturing floor. What is performance support? What does technology add to the humble print job aid? Don't you need a million dollars and programming skills to build performance support? In this session, we will describe performance support, tour examples, discuss quality, and then invite participants to team up with tool vendors to test drive their systems on a real, vivid challenge. Yes, Allison is facilitating two workshops at the same time, but it will not affect the quality of your experience. The transition will be seamless.

LEVEL: ALL

Three Keys to Successful e-Learning Implementation: Engaged Learners, Motivated Managers, and Energized Organizations

Lance Dublin, Dublin Consulting

WORKSHOP CODE: WMD

Making your e-learning successful requires more than just having the right content, great design, and effective technology. It requires a well-thought-out implementation strategy to ensure your learners are engaged, your managers are motivated, your organization is energized. By integrating proven techniques and approaches from change management, consumer marketing, and organizational develop

ment, you can ensure your learners, and the people who support them, are truly ready, willing, and able to succeed with your e-learning.

LEVEL: INTERMEDIATE

Six Disciplines that Turn Training and Development into Business Results

Cal Wick, Fort Hill Company

WORKSHOP CODE: WME

Learning improves performance only when it is transferred and applied in the workplace. Based on six years of research and the highly acclaimed book, *The Six Disciplines of Breakthrough Learning*, this interactive workshop will equip you with systemic processes, frameworks, tools, know how, and best practices. You will leave prepared to take action that will improve learning transfer and optimize the results of your most important learning initiatives, supported by cutting-edge follow-through technology.

LEVEL: INTERMEDIATE

Guerrilla Learning Methods for the Field

Thomas Edgerton and Rosendo Gonzalez, SkillEdge

WORKSHOP CODE: WMF

This workshop explores drivers that influence the design, development, and use of field learning solutions. Various models are used to identify key drivers, which include alignment with the business, leverage of existing infrastructure, and tapping into the culture of knowledge. In teams, a case study from manufacturing, finance, or technology is solved and then presented back to the larger group. This workshop demonstrates how critical and creative thinking leads to breakthrough results.

LEVEL: INTERMEDIATE

Management of Organizational Performance Certificate

Two-Day Workshop

Sunday, April 29 & Monday, April 30

SDI Qualification Workshop

Tim Scudder, Personal Strengths Publishing

WORKSHOP CODE: WBD

At the conclusion of the workshop, attendees will be qualified to facilitate the Strength Deployment Inventory

(SDI), a valid and reliable self-discovery tool based on Relationship Awareness theory. Facilitators, coaches, and performance technologists can integrate these tools into their own applications such as leadership development, team building, and communication. The tool helps to build better relationships and identify and manage conflict more effectively. It is used globally in almost every industry.

LEVEL: ALL

One-Day Workshops

Sunday, April 29

Collaborative Skills for Breaking Down Borders and Barriers

James Tamm, Radical Collaboration Group

WORKSHOP CODE: WSF

Collaboration often breaks down at borders (between individuals, teams, companies, countries). Because HPT professionals rarely have enough role authority to dissolve territorial attitudes, they must be skillful at building collaborative relationships. A six-year, nine-country study reflected that five skills helped participants become 45% more effective at getting their interests met, over 30% more effective at problem solving, and over 25% more effective at building climates of trust. This experiential workshop will cover those five skills.

LEVEL: ALL

Crossing Cultural Borders

Sivasailam "Thiagi" Thiagarajan, CPT, PhD, The Thiagi Group, and Samuel van den Bergh, Centre for Cross-cultural Competence, School of Communication, Zurich University of Applied Sciences

WORKSHOP CODE: WSG

Let a couple of global nomads help you to safely and effectively cross cultural borders. Combine intercultural communication with human performance technology to derive a powerful set of principles and procedures. Explore and analyze cultural values, communication factors, workplace variables, and developmental stages to improve intercultural interactions. Help yourself and others to achieve cultural sensitivity and effectiveness through field-tested interactive exercises. After the workshop, continue your development with an extensive bibliography, online resources, and a packet of job aids.

LEVEL: ALL

Aligning Human Performance Within and Beyond Borders: The "Easy D.O.E.S. It"® Way

Marcey Uday-Riley, CPT, MSW, IRI Consultants to Management

WORKSHOP CODE: WSH

Aligning and managing human performance is far more than communicating business objectives, determining a compensation strategy, and filling in forms. Aligning and managing human performance, when done well, is the integration of a complex set of cognitive and communication skills and competencies that truly influences individual behavior, such that organizational goals are more easily achieved. During this workshop, you will learn how to ensure organizational alignment, and the four-step performance management process that organizations in the U.S. are beginning to discover: the "Easy D.O.E.S. It" Process®.

LEVEL: INTERMEDIATE

Building Business Acumen: How to Win a Seat at the Strategy Table

Terrence Gargiulo, MAKINGSTORIES.net

WORKSHOP CODE: WSI

Human Performance Technologists need business acumen. Those who are well-versed in business acumen are in the best position to help an organization achieve its objectives. This highly interactive session will help you assess your business acumen and show you how to make learning and performance a vital part of your organization's success. Through case studies and discussions, you will develop an action plan that details the essential skills you need to maximize your business acumen.

LEVEL: ALL

~organizational~inclusive

Performance Beyond Borders
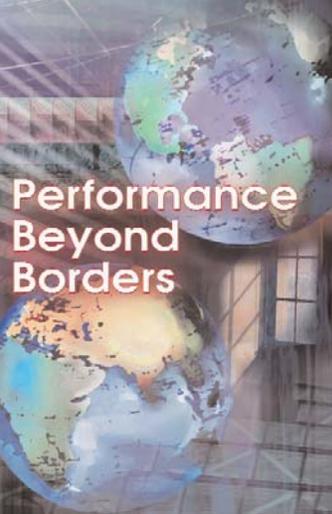
From Leader to Leadership™: Building and Leveraging the Leader Capability within Your Organization

Lewis W. Parks, Lewis W. Parks Associates

WORKSHOP CODE: WSJ

This workshop will provide participants with the tools to identify the leadership capabilities that contribute directly to their organization's value proposition, guide the design of a leader development program to systematically identify and build the future leadership they need, and identify and integrate the performance measures needed to ensure ongoing and continuous success. This highly interactive session will use teamwork, case studies, and a modified goal-based scenario approach.

LEVEL: INTERMEDIATE

Monday, April 30
Facilitating Multinational Teams for High Performance

Sivasailam "Thiagi" Thiagarajan, CPT, PhD, The Thiagi Group, and Samuel van den Bergh, Centre for Cross-cultural Competence, School of Communication, Zurich University of Applied Sciences

WORKSHOP CODE: WMG

REALITY: As the world becomes flatter, the number of multinational teams is increasing.

GOOD NEWS: The most productive and innovative results are achieved from these multinational teams.

BAD NEWS: The worst-performing teams are also found among these multinational teams.

Based on more than 20 years of field research on organizing, facilitating, and advising multinational teams, the facilitators have created a set of guidelines and procedures for decreasing the problems and increasing the potentials of multinational teams. In this walk-the-talk workshop, you will experience a series of interactive exercises for mastering key strategies for improving the performance of multinational teams and applying them to your own situation.

LEVEL: ALL

A Manager's Guide to Improving Workplace Performance

Roger Chevalier, CPT, PhD

WORKSHOP CODE: WMH

Is it time that your organization delivered performance improvement techniques to your line managers and supervisors? This workshop presents state-of-the-art information on performance coaching, leadership, and performance technology for use by managers and supervisors as they work to improve workplace performance. The workshop is based on four sessions presented at past ISPI conferences and is the subject of the presenter's new book, *A Manager's Guide to Improving Workplace Performance.*

LEVEL: ALL

Matrix Management: Key Management Practices for Maximizing Cross-Functional Cooperation

William R. Daniels, American Consulting & Training, Inc.

WORKSHOP CODE: WMI

Managing in a matrix structure is key to getting organizations focused, flexible, and fast. Few managers are good at it; that is why we have a worldwide productivity and leadership crisis. Come experience this challenging workshop and simulation that is being used by Fortune 500 companies all over the world to address the problem. The workshop designer and leader is one of ISPI's most honored members and a well-known facilitator of remarkable learning experiences.

LEVEL: ALL

Human Capital Management: HR + HPT

Brian Desautels, CPT, and Jane Brenneman, SPHR, JB2D Performance Inc.

WORKSHOP CODE: WMJ

This workshop provides attendees with an overview of the powerful relationship available through partnering the HR focus with the methodology called Human Performance Technology. This program centers on uncovering organizational and individual performance opportunities while identifying solutions targeted toward improving results. Regardless of your depth of HR or HPT knowledge, you will be introduced to the partnership through case studies that illuminate a full spectrum of practical applications of HPT concepts within an HR focus.

LEVEL: ALL

Organizational Alignment Certificate
One-Day Workshops
Sunday, April 29
Using an HPT Model to Become Management's Partner

Danny Langdon and Kathleen Whiteside, Performance International

WORKSHOP CODE: WSK

Perhaps the question that most plagues HPT professionals is, "How can I become my clients' ongoing partner? How can I become the partner who is key to their daily operations?" This workshop provides a methodology that works! It is an operational, rather than a programmatic, approach. Become management's partner by using a nine-step systematic, performance-oriented process. You will get the gap data you need continuously. This will allow you to initiate HPT solutions that improve performance—and finally be management's partner.

LEVEL: ALL

Monday, April 30
HPT: Culture Change and Performance Leadership

Donald T. Tosti, CPT, PhD, Vanguard Consulting Inc.

WORKSHOP CODE: WMK

HPT can be an effective way to improve the cultural, business, and leadership practices of an organization. Because of the many examples of successful applications of HPT to improving individual task and operational process performance, some see HPT only in terms of reducing such gaps. But it can do that and much more. HPT can address what practices are necessary for the organization to survive and thrive as a community. By focusing on success factors, we can establish models that can both supersede and accommodate national and cultural conditions. Participants will hear examples of such efforts at British Airways, General Motors, SITA, Nissan, and other international organizations.

LEVEL: ALL

Half-Day Workshops and Certification Workshop

Monday, April 30
8:30 am-12:30 pm

Motivating Different Generations Through Targeted Communication Techniques

Giselle Kovary, MA, n-gen People Performance Inc

WORKSHOP CODE: WML

With four generations in the work-place—traditionalists, baby boomers, Gen X, and Gen Y—each cohort possesses different values, attitudes, and behaviors. Leaders who understand the generational identities can apply communication techniques that increase motivation and engagement by tapping into what is important to each employee group. This highly interactive workshop will provide practical tips on how to communicate by applying a six-step communication plan that motivates all four generations.

LEVEL: INTERMEDIATE

Using Action Plans to Manage, Measure, and Align Performance with Desired Results

Holly Burkett, CPT, MA, SPHR, Evaluation Works

WORKSHOP CODE: WMN

Action planning is a powerful and flexible method for managing and measuring the performance objectives of an HPT solution and for ensuring that objectives are effectively aligned with desired results. This experiential session will show how the action planning process can be used to close performance gaps and link business needs, on-the-job performance goals, and business impact measures. Practical job aids, case study examples, skill practice scenarios, and proven implementation tools will be provided.

LEVEL: INTERMEDIATE

1:00-5:00 pm

Developing and Sustaining Organizational Change Management Capabilities

Dennis Dawson and Timothy Rice, People & Performance Solutions, LLC

WORKSHOP CODE: WMO

Developing and sustaining organizational change management capabilities enables an organization to be resilient. This organizational resiliency allows the leadership team the flexibility to iteratively adjust the organization's business model in light of the ever-changing competitive marketplace. This workshop will interactively engage participants in the use of a blueprint that has been successfully implemented to assess, develop, transfer knowledge, and sustain organizational change management capabilities resulting in organizational resiliency.

LEVEL: INTERMEDIATE

Beyond "1-800-Train Me"! Broadening Your Client's Perspective

Debra Tolsma, CPT, Global Learning at Steelcase University, a division of Steelcase Inc.

WORKSHOP CODE: WMM

What the client asks for is not always what he or she needs. Giving clients what they want may make them feel good, but it does not meet our HPT objective—adding value as a strategic partner. This workshop offers the power of Gilbert's Behavioral Engineering Model (BEM), adapted to support needs analysis in a consulting engagement. You will learn a rigorous but reasonable process that will enable you to make sound recommendations to decision makers throughout your organization.

LEVEL: BEGINNING/INTERMEDIATE

CPT Certification Workshop: Preparing for the CPT

Sunday, April 29 & Monday, April 30

Judith A. Hale, CPT, PhD, Director of Certification, ISPI

During this workshop you will get 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. You will engage in exercises where you will apply a reviewer's checklist to sample applications. You will see examples of well-documented applications and reviewers' feedback on some that did not meet the standards. You will also use a self-assessment guide to determine your readiness to apply for the certification. For more information on the CPT designation, visit www.certifiedpt.org.

Participants will be able to:

- Understand the value of the CPT certification to them and their organization.
- Better evaluate their work and the work of others.
- Assess their readiness to apply for the CPT designation.
- Develop a plan for their professional growth.

All applications for the CPT designation are subject to the regular peer evaluation process. The CPT application fee is included in the price of the workshop, which is $1,195 for ISPI members and $1,395 for non-members.

Satisfaction Guarantee

If you are not completely satisfied with your workshop, ISPI will refund your workshop registration fee.

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Performance Beyond Borders

Planning Your Experience

Reserve Your Hotel Room

Discover a beautiful downtown San Francisco hotel rising into the city skyline at the renowned **San Francisco Marriott**. Nestled in the heart of the city, this hotel is situated just steps away from the city's top attractions, including Union Square and the Financial District. Enjoy breathtaking views of downtown San Francisco from a number of extraordinary rooms. Reserve your room today for a truly memorable experience.

San Francisco Marriott
55 Fourth Street
San Francisco, California 94103
Phone: 415.896.1600

A limited number of rooms have been set aside for ISPI attendees at the following special rates:

- $203 Single/Double
- $223 Triple
- $243 Quad

A limited number of rooms with the government rate are also available.

Reservations must be made on or before **Thursday, April 5,** 2007. After this date, reservations are accepted based upon availability and hotel rate. All reservation requests will require a credit card guarantee of one nights' deposit.

For reservations, contact the hotel directly at 415.896.1600 or 888.575.8934 and mention the group code, as follows:

- ISPISPA Single/Double
- ISPISPB Triple
- ISPISPC Quad

Special Assistance

If you have special needs, please contact ISPI at your earliest convenience.
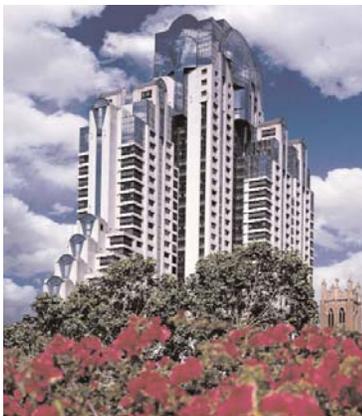
Air Travel

Receive a special 5% discount through our travel partner, American Airlines. To make a reservation, call our Meeting Services Desk at 800.433.1790 from anywhere in the U.S. or Canada. All fares based on availability; the lowest fare will always be quoted. Be sure to inform the airline agent of the ISPI Annual Meeting code to obtain discounts: A6247AM.

The following airports service the conference:

- San Francisco (SFO)
- Oakland (OAK)
- San Jose (SJC)

Renting a Car?

Make your reservation online at www.avis.com or call 800.331.1600 and mention Avis Worldwide Discount Number (AWD): #T068999. The discount will be effective April 22-May 10, 2007.

Group Discounts

Contact ISPI at marketing@ispi.org or call 301.587.8570 if you intend to participate as a group. Groups of 5-9 persons deduct $50 per person on the full conference registration fee. Groups of 10 or more persons deduct $75 per person on full conference registration fee.

Visa Letter of Invitation

On request, ISPI is pleased to send an invitation for participation in the 2007 International Performance Improvement Conference. Letters of invitation are sent to those individuals registered to attend and whose payments have been verified. To request a letter, contact conference@ispi.org.

Student/Retired Registration

You must be a current student or retired member of ISPI to qualify for these registration categories. To renew or join using the student membership category, you must provide proof of full-time enrollment, as defined by your institution. To renew or join using the retired membership category, you must be fully retired from employment and no longer practicing HPT but interested in staying in touch with the profession.

ISPI Membership

The ISPI membership comprises those interested in improving human performance in the workplace. There is no better way to network than to become a member. Check the box to join ISPI when you register for the conference, or contact membership@ispi.org.

IFTDO Membership

IFTDO Member Organizations receive one registration at the member rate. If your organization would like to join IFTDO as a Full or Associate member, contact IFTDO at sgiftdo@gmail.com or visit www.iftdo.org for more information.

Bank Transfer Information

Please indicate on your completed registration form that registration fees will be wired.

Wachovia Bank
8701 Georgia Avenue
Silver Spring, MD 20910 USA
Routing Number: 055 003 201
Account Number: 437 160 7057

2007 Conference Registration Form (Please Print Clearly)

First Name _____ Family/Surname _____

Title _____ Nickname (for badge) _____

Organization _____

Address _____

City _____ State/Province _____ Zip/Post Code _____

Country _____ Email _____

Phone _____ Fax _____

☐ This is my first ISPI Annual Conference.   ☐ I do not want ISPI to publish my name on the list of registered attendees to be distributed at the conference.

Conference Registration: April 30-May 3

	By Feb. 16	After Feb. 16
☐ ISPI Member	$ 799	$ 899
☐ IFTDO Member (Each IFTDO Member Organization receives one conference registration at the member rate)	$ 799	$ 899
☐ ISPI/IFTDO Delegate (Non-member)	$ 999	$ 1,099
☐ ISPI Student/Retired Member	$ 279	$ 349

☐ One-day Conference Registration: ☐ Tuesday ☐ Wednesday ☐ Thursday .... ☐ Member: $ 450   ☐ Non-Member: $ 575

☐ Conference on CD-ROM. Take the conference home with you! .... ☐ Attendee: $99   ☐ Non-Attendee: $199

Social Events

Guests and spouses are invited to attend Social Events, so be sure to order additional tickets. A Closing Banquet ticket is not included with your registration.

☐ Extra Opening Reception Ticket (One ticket included with registration) ....# of tickets_____ @ $ 25 ea. = $_____

☐ Extra Special Event Ticket (One ticket included with registration).......................# of tickets_____ @ $100 ea. = $_____

☐ Closing Banquet Ticket (Ticket NOT included with registration).......................# of tickets_____ @ $ 65 ea. = $_____

Institute Registration: April 28-30

☐ Principles & Practices of Performance Improvement **WSP** .... ☐ Member: $ 1,299   ☐ Non-Member: $ 1,499

☐ Making the Transition to Performance Improvement **WST** .... ☐ Member: $ 1,299   ☐ Non-Member: $ 1,499

Certificate Program Registration

To participate in the certificate program, you must register to attend the conference. Please select the certificate that corresponds to the one, two-day or two, one-day workshops you have registered for below. (See page 5 for details.)

☐ Analysis, Evaluation, and Measurement   ☐ Instructional Systems   ☐ Management of Organizational Performance   ☐ Organizational Alignment

Workshop Registration: April 29-30

☐ Two-day workshop code:	**WB** _____	☐ $ 600	☐ $ 650
☐ Sunday workshop code:	**WS** _____	☐ $ 395	☐ $ 445
☐ Monday workshop code:	**WM** _____	☐ $ 395	☐ $ 445
☐ Half-day workshop code:	**WM** _____	☐ $ 200	☐ $ 250
☐ CPT Certification Workshop		☐ Member: $ 1,195	☐ Non-Member: $ 1,395

ISPI Membership Join ISPI today, and register at the ISPI member rate!

☐ Individual Membership Annual Dues .... $145   ☐ Student/Retired ISPI Membership Annual Dues .... $ 60

☐ Supplemental Postage for Members outside the US & Canada (Monthly *Performance Improvement* journal) .... $ 50

IFTDO Membership

IFTDO Member Organizations receive one registration at the member rate. If your organization would like to join IFTDO as a Full or Associate member, contact IFTDO at sgiftdo@gmail.com or visit www.iftdo.org for more information.

Total: U.S. $_____

Payment Method (Please make payment in U.S. Dollars)   Federal Employer Tax ID# 74-1470720

☐ Check   Amount enclosed: $ _____ Check number _____

Credit Card: ☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card number _____ Expiration date _____

Name on card _____ Signature _____

Substitution/Cancellation Policy: Please notify ISPI of any substitutions in writing. The appropriate registration fee will be applied to the substitute attendee. A refund (minus a $50 cancellation fee) will be given for conference, workshop, or institute cancellations received in writing by ISPI before the start of the event. Refunds will not be given for cancellations received after the event starts. Cancellations must be in writing. Telephone cancellations will not be accepted.
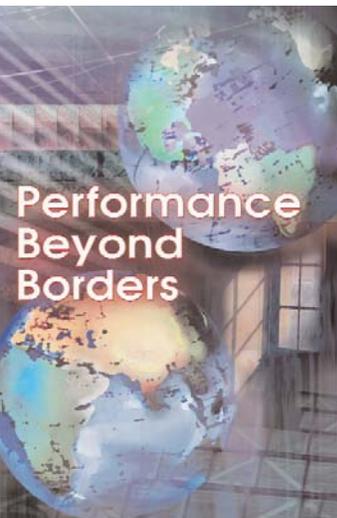
4 Easy Ways to Register

Web: www.ispi.org/ac2007   **Mail:** ISPI, 1400 Spring Street, Suite 260, Silver Spring, Maryland 20910 USA   **Phone:** 301.587.8570   **Fax:** 301.587.8573

Performance Beyond Borders

Earn Re-certification and Graduate Credit

CPT Points

A maximum of 12 points can be given for attending any individual conference, university/college course, or training program. CPT points awarded in conjunction with attending ISPI's 2007 Annual Conference are as follows:

- Annual Conference (must attend all three days, May 1-3): 12 points
- HPT Institute (three days, P&P or Transitions): 12 points
- Two-Day Workshop: 12 points
- One-Day Workshop: 6 points
- Half-Day Workshop: 3 points

To learn more about the Certified Performance Technologist (CPT) designation, visit www.certifiedpt.org.

Graduate Credit

You may earn graduate credit through Excelsior College by attending and completing the following events at the 2007 Annual Conference.

- HPT Institute (P&P or Transitions): 3 credits
- Two-Day Workshop (Kravetz, WBC): 2 credits

For details, visit www.ispi.org/graduateCredit.htm.

EXCELSIOR COLLEGE.
Finish Ahead

HRCI Provider

ISPI is an approved provider of HR-related continuing education events for the Human Resources Certification Institute's three certifications:

- PHR® (Professional in Human Resources)
- SPHR® (Senior Professional in Human Resources)
- GPHR™ (Global Professional in Human Resources)

Conference Sponsors

There are many opportunities to support the 2007 International Performance Improvement Conference through sponsorship. To become a sponsor, contact Keith Pew, ISPI's Director of Sales and Marketing, at marketing@ispi.org.

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