



FOR IMMEDIATE RELEASE

Balanced Scorecard Institute
2000 Regency Parkway
Suite 425
Cary, NC 27518
www.balancedscorecard.org

CONTACT

Kirsten Dubuc
Balanced Scorecard Institute
kd@balancedscorecard.org
919-460-8180

BSI's Chief Operating Officer to Present at the ASP Conference

David Wilsey, Chief Operating Officer at the Balanced Scorecard Institute (BSI), will present at the Association for Strategic Planning's (ASP) "Leading and Managing Strategy in a Disruptive World" Conference May 24-26, 2017, in Toronto.

Cary, NC - March 23, 2017 – David Wilsey, Chief Operating Officer at the Balanced Scorecard Institute (BSI), will present a pre-conference masterclass at the Association for Strategic Planning's (ASP) "Leading and Managing Strategy in a Disruptive World" Conference May 24-26, 2017, in Toronto, Ontario.

David's 3-hour masterclass, entitled *Measure What Matters- Improve Strategic Execution with KPIs*, will show participants how to develop meaningful key performance indicators (KPIs) that will boost enterprise-level success. Using case studies, various performance measurement models, practical client examples, and group discussions, participants will:

- See how meaningful and strong KPIs provide insight into whether strategies are working
- Establish whether programs, projects and services are effective,
- Understand whether employees' attention is focused on what matters most

David is an international strategic planning, balanced scorecard and performance measurement thought leader and is a co-author of BSI's signature book, *The Institute Way – Simplify Strategic Planning and Management with the Balanced Scorecard*, as well as co-author of the Strategy Professional Resource Center's *Association for Strategic Planning SMP/SPP/SPA Certification Exam Study Guide*, and the author of numerous articles and blogs. He has 24 years of experience in a wide range of fields, including consulting & training, engineering, marketing, manufacturing, design, programming, research, education, and multimedia production. He has led numerous BSI client engagements and has taught hundreds of participants over many years of balanced scorecard and KPI public and client-site workshops. He is one of only a handful of Licensed PuMP® (Performance Measure Process) Consultants in the world and is an ASP certified Strategic Management Professional. He helped design BSI's certification programs for balanced scorecard and KPI professionals, offered in association with the George Washington University College of Professional Studies.

For more information about the event, visit <http://www.strategyassociation.org>.

About ASP:

Founded in 1999, ASP is the only not-for-profit professional association dedicated to advancing thought and practice in strategy development and deployment for business, non-profit and government organizations. ASP provides opportunities to explore cutting-edge strategic planning principles and practices that enhance organizational success and advance members' and organizations' knowledge, capability, capacity for innovation, and professionalism.

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.

###