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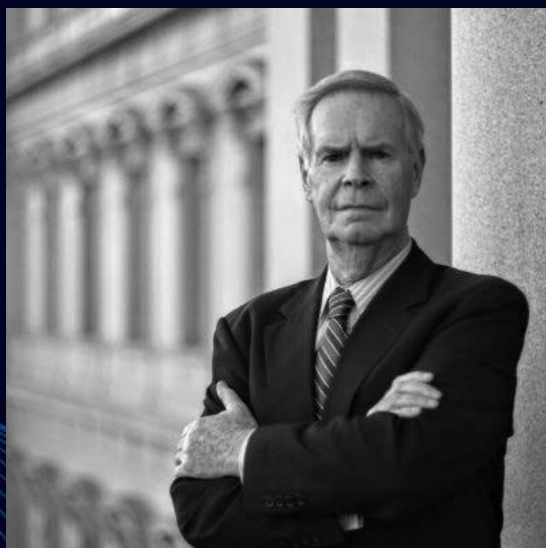
EXECUTE GOVERNMENT REFORM

April 30 – May 2, 2018
Washington D.C.

www.executegovernmentreform.com

TOOLS, TECHNIQUES & TECHNOLOGIES TO ENSURE MANDATE COMPLIANCE

KEYNOTE SPEAKER



DAVID MADER

Former Controller
The White House Office of
Management & Budget

FEATURED SPEAKERS



VICTORIA WASSMER

Assistant Administrator, Office of
Finance & Management
U.S. Department of Transportation/
Federal Aviation Administration



SURAFEAL ASGEDOM

Chief Officer, Modernization/Executive
Director (SES)
U.S. Department of Veterans Affairs



KODY H. KINSLEY

Assistant Secretary for Management
U.S. Department of the Treasury

GOVERNMENT WIDE
REFORM ROADMAP
FOR AS LOW AT \$200!

OPERATIONS | TECHNOLOGY | WORKFORCE | SHARED SERVICES & MORE

There are Big Changes Ahead! Will They Leave Your Agency Forced To Do "Amputation Without Diagnosis"... or Lead You to Mobilize Your Agency's Resources to Get The Right Things Done!

The CBO and the Trump Administration have hoisted the warning signals and government agency executives had better read them correctly. The strategy you blueprint today could make or break your agency's performance capacity tomorrow.

If no rational rethinking of your government agency's performance is seriously undertaken, your agencies will, in all likelihood, do what so many large companies have done – apply the hasty hatchet & downsize. This will destroy performance, and prevent meeting the goals of the new budget reforms: to improve agency performance and decrease the federal deficit.

History shows us that without a structured methodology, agencies will be subjected to "amputation without diagnosis." The wrong things will be cut – the things that perform and that should be strengthened. All this can be prevented if you organize for the tasks that must be done in a way they can be performed systematically, purposefully, with understanding, and with a high probability of success.

Where Do You Look to Get The Thinking, Knowledge, & Skills To Successfully Carry-Out These Mission-Critical Tasks?

The essential new 3-day IQ PC/SSON conference *Execute Government Reform*, scheduled to take place April 30 – May 3, shows through presentations & case studies how government agency executives can unleash powerful, structured approaches to making their agencies more effective.

By attending the conference, you will:

- Get exclusive insights into the mechanics of crafting & implementing an operational mission statement (if it's not operational it is just "good intentions")...and learn why an operational mission statement enables everyone in the organization to say, "This is my contribution to the goal of the agency"
- Learn how to formulate a plan for determining where you should focus your efforts and how to diagnose misallocation of resources, that is, focusing on the wrong results
- Discover proven, tested approaches for systematically abandoning the things that do not work and the things that have outlived their usefulness and their capacity to contribute
- See why a piecemeal approach to reinventing your agency will not suffice...to have a real understanding of what must be done & how to do it, you must understand all the building blocks of agency reinvention & how they fit together
- Learn how to use powerful measurement-management tools such as OKR (Objectives, Key Results) to correctly & more easily define, align, & track mission-critical goals of your agency
- Find out why "running government agencies like a business" may lead to a radical new way to pay federal government agencies and their employees for meeting mission-critical results
- Establish how to obtain, monitor, analyze, & utilize feedback data when deviations from the planned course of events demand a change in strategies, or perhaps a change in goals or priorities

If you implement the thoughtful & thorough approaches you'll learn at the conference, you'll indeed be equipped to meet today's urgent, new budget reforms.

Act now. Register yourself – and a team of key people – today!

We look forward to seeing you in D.C.!

Sincerely,



Jules Miller
Senior Conference Producer
IQPC/SSON

Earn up to 20 CPE Credits!



Earn up to 20 CPE Credits

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WHO SHOULD ATTEND

Federal Agency Secretaries, Chiefs, Officers, Directors, Deputy Directors, Administrators, Deputies, Executive Directors, Analysts, and Managers of:

- Staff
- IT & Technology
- HR
- Finance
- Procurement/Purchasing
- Operations
- Administration
- Business Services
- Innovation
- Transformation
- Process Improvement
- Strategy & Strategic Planning
- Budget
- Treasury
- Workforce Planning
- Performance Management
- Operational Excellence
- Shared Services
- Business Analytics

"With the Administration's emphasis on the Reforming Government Executive Order and the OMB Memorandum issued in early 2017, the upcoming 2018 conference will explore how agencies can move from "proposed reform" to "implementing reform". Hear from experts both in and outside government regarding approaches to ensure success and overcome challenges."

David Mader
Former Controller
The White House Office of Management & Budget

ADVISORY BOARD



Tim Rund
Board Member
**Shared Services
Leadership
Coalition**



John Marshall
Founder/CEO
**Shared Services
Leadership
Coalition**



Glenn K.
Davidson
*Executive Director,
Shared Services*
**U.S. Department
of Commerce**



Thomas M. Muir
*Director, Support
Services, My VA
Program Office*
**U.S. Department of
Veterans Affairs**

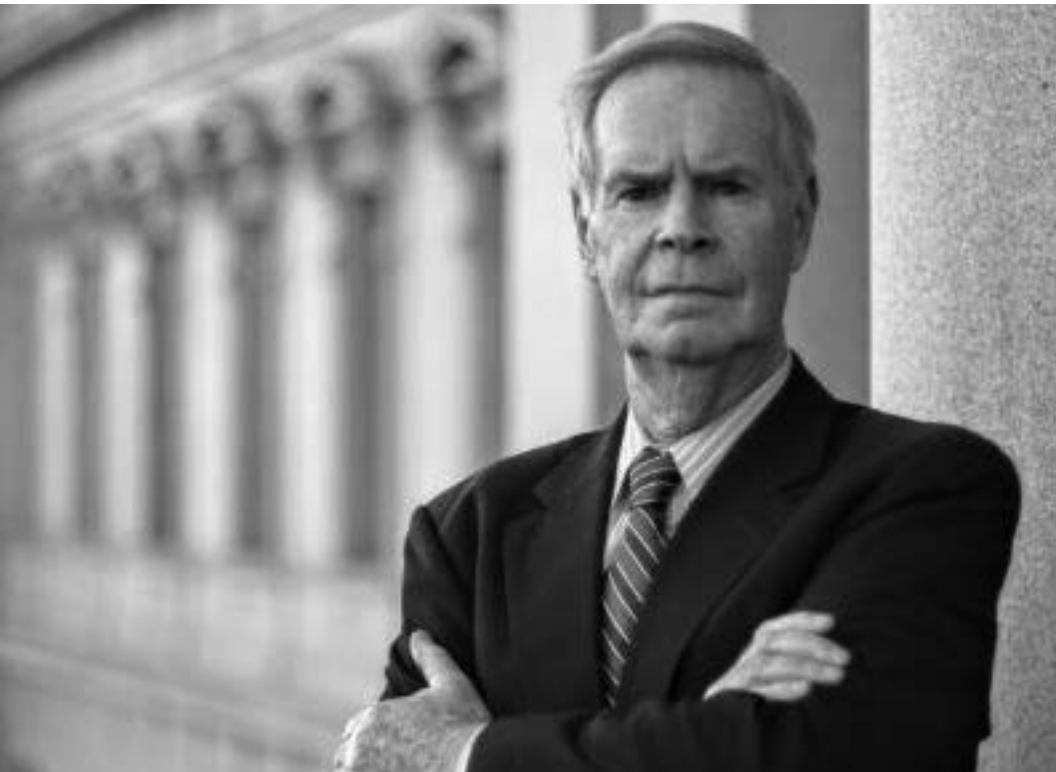


Victoria Wassmer
*Assistant Administrator,
Office of Finance &
Management*
**U.S. Department
of Transportation/
Federal Aviation
Administration**

SPEAKING OPPORTUNITIES

If you, and/or your organization have a Execute Government Reform story to share and would like to be included in our impressive list of 2018 speakers, contact Jules Miller, Senior Conference Producer, at jules.miller@iqpc.com

KEYNOTE SPEAKER



David Mader

Former Controller

**The White House Office of
Management & Budget**

David Mader is currently the Chief Strategy Officer for the Civilian Sector of Deloitte Federal Consulting. He is the former Controller at OMB. He was nominated by President Obama on May 13, 2014 and confirmed by the U.S. Senate on July 17, 2014. He was designated by the President as Acting Deputy Director for Management for the period of June 2015 through November 2015. For two years while at OMB he served as one of the three federal government Board Members for First Net - the government's multi-billion dollar initiative to establish an integrated nation-wide first responder network.

Mr. Mader drove the U.S. government-wide initiative for the expansion of administrative shared services across the U.S. government over the past two years and initiated numerous policy actions that formalized the approach to expanding the use of shared services. During this time he was the Government-Wide Shared Services Policy Officer.

SPEAKER FACULTY



Barry E. Berkowitz
Senior Procurement
Executive & Director
of Acquisition
Management
**U.S. Department of
Commerce**



C. Patton Tidmore
Executive Officer, NASA
Shared Services Center
NASA



Victoria Wassmer
Assistant Administrator,
Office of Finance &
Management
**U.S. Department of
Transportation/Federal
Aviation Administration**



David A. Vargas
MSA, CPA, Director,
Human Resources Line
of Business
OPM



Donna Edsall
Associate Director of
Financial Management,
Interior Business Center
**U.S. Department of the
Interior**



Glenn K. Davidson
Executive Director,
Shared Services
**U.S. Department of
Commerce**



Kody H. Kinsley
Assistant Secretary for
Management
**U.S. Department of
the Treasury**



Surafael Asgedom
Chief Officer,
Modernization/Executive
Director (SES)
**U.S. Department of
Veterans Affairs**



Seth B. Fargen
Deputy Director, Coast
Guard Finance Center
U.S. Coast Guard



Ann-Marie
Massenberg
Executive Manager
**U.S. Department
of Transportation/
Federal Aviation
Administration**



Thomas M. Muir
Director, Support Services,
My VA Program Office
**U.S. Department of
Veterans Affairs**



John Marshall
Founder/CEO
**Shared Services
Leadership Coalition**



Bill Cohen
PhD, Retired Major
General, **United States
Air Force** & President,
Institute of Leader
Arts



Tim Rund
Board Member
**Shared Services
Leadership Coalition**



Paul R. Niven
Author "**Objectives and
Key Results: Driving
Focus, Alignment,
and Engagement with
OKRs**" & President The
Senalosa Group



Shawn Freeman
Project Manager,
Fiscal Accounting
Operations, Bureau of
the Fiscal Service
**U.S. Department of
the Treasury (tentative)**



Robyn Burk
PMP, Director
Enterprise Services
Center
**U.S. Department
of Transportation/
Federal Aviation
Administration**



Matt Miller
Assistant Commissioner,
Fiscal Accounting
Operations &
Government-Wide
Accounting
**U.S. Department of
Treasury (tentative)**



Steve Brockelman
Director, Office of
Executive Councils
GSA (tentative)



Doug Anderson
Assistant
Commissioner - Office
of Shared Services,
Bureau of the Fiscal
Service
**U.S. Department of
Treasury (tentative)**



Jim Champy
Author
**"Reengineering the
Corporation"**



Steve Krauss
Director, Category
Management Strategic
Execution, Federal
Acquisition Service
GSA (tentative)



Mark Glorioso
Executive Director,
Shared Service Center
NASA

SOMETHING FOR EVERYONE

REFORM FOCUSED PROGRAMMING

No matter what functional area of your agency you may be with and what your goals are, the Execute Government Reform working meetings has a wide variety of sessions to choose from that will enable your team to prepare for, and/or "go live" with your reform initiatives. Are your functional departments in various stages of reform planning and implementation? Well no worries, you and your various department Heads/team can mix up which sessions they go to throughout the entire conference, jumping from one session to another.

OPERATIONS



TECHNOLOGY



SHARED SERVICES



FINANCE



WORKFORCE



- Top 5 Questions to Consider & Then Strategize and Act Upon
- Powerful Tools to Set Objectives & Key Performance Metrics and Results: Utilizing Strategy, OKRs, Balanced Scorecards to Ensure Maximum Agency Output
- Intelligent Automation Technologies to Ensure Agency IT Modernization, Efficiency, Accuracy & Transparency
- Performance Measurements, Metrics and KPIs to Ensure Program Success
- Budget & Mission Reality Check
- Smart Hiring & Effective Workforce Restructuring Strategies
- Reduce Costs via Consolidated Procurement Methodologies, Contract Terms & Technologies
- The Federal SS Gurus' Advice to SS Newbies



EXPERIENCES

Pre-Conference Exhibit Hall Preview & Champagne Toast



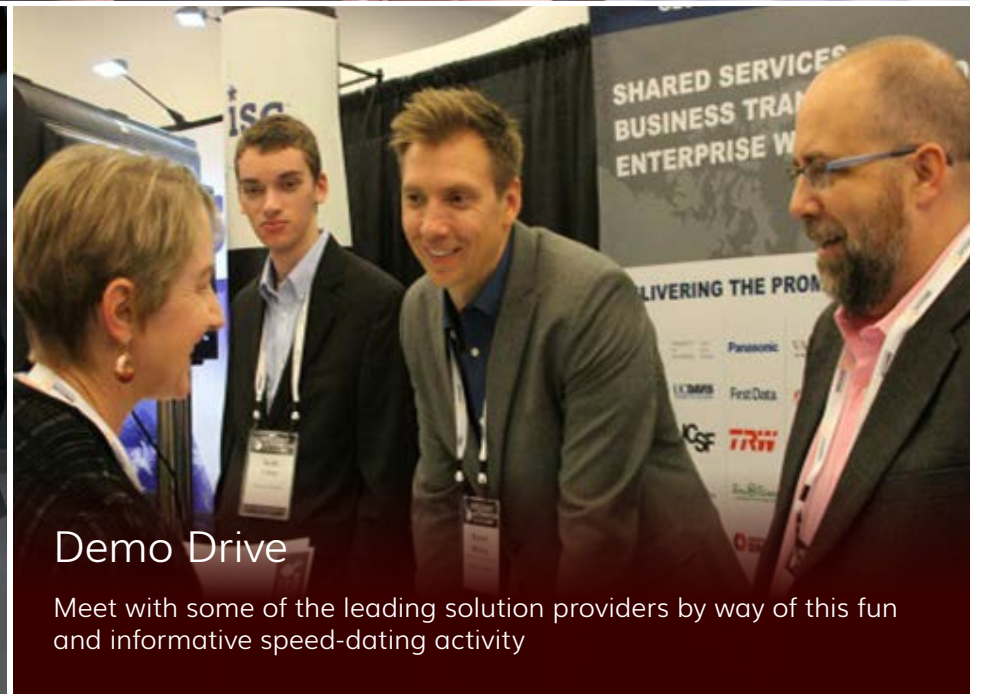
Networking Cocktail Party

Continue the conversation by getting together with new and old friends at our post-event Networking Cocktail Party.



Demo Drive

Meet with some of the leading solution providers by way of this fun and informative speed-dating activity



INTERACTIVE DISCUSSION GROUPS

During this part of the conference, our delegates will be sorted into groups of 20 to take part in Interactive Discussions Groups (IDGs) around the below topics. Upon registering, you must choose your top two (2) IDG topics and everyone will rotate between their two (2) choices, in back-to-back IDG sessions.

***All conference attendees must pre-register for their two (2) IDGs upon registering for the event. IDGs registrations will be on a first come first served basis. If you do not pre-register for your IDGs, we'll have to assign seating based upon demand and availability.**



YOUR AGENCY REFORM PLAN HAS BEEN APPROVED, NOW WHAT?

- Agency Expansion Plans
- Agency or Department Consolidation Plans
- Agency Privatization Plans - Agency or Department Abandonment Plans

BUDGET & MISSION REALITY CHECK

- Reduced Budget
- Unsettled Budget
- Increased Budget

HOW TO ENSURE SERVICE DELIVERY EXCELLENCE THROUGHOUT YOUR AGENCY'S VARIOUS STAGES OF TRANSFORMATION

- Finance & Procurement
- Technology
- Operations
- Workforce

GOVERNMENT WILL NEVER BE THE SAME

AGENDA

PRE-WORKING MEETINGS WORKSHOPS

MONDAY, APRIL 30, 2018

8:00am

REGISTRATION FOR WORKSHOP A & NETWORKING BREAKFAST

WORKSHOP A: DRUCKER'S FIVE MOST IMPORTANT QUESTIONS YOU'LL EVER ASK ABOUT YOUR GOVERNMENT AGENCY: A STEP-BY-STEP PLANNING & IMPLEMENTATION METHODOLOGY

As all federal agencies have been tasked to re-invent their processes so to be more efficient, modern, and cost-effective, utilizing renowned business thought leader, Peter Drucker's "Top 5 Questions" as they relate to the above would be a very worthwhile exercise – and would indeed be of great value to you and your agency.

Luckily enough, Drucker put together a step-by-step methodology to enable government agencies to systematically revisit their mission, determine direction & goals, formulate measurable objectives, prepare an actionable plan, and take immediate action – and have been utilized by countless international government agencies, as well as some of the most forward-thinking Fortune 500s in the world.

In this session, we will discuss and then strategize what your agency's next moves should be, based upon its answers to the below "Top 5 Drucker Questions":

1. What is your mission?
2. What are your strengths and weaknesses?
3. Who is your customer?
4. What does your customer value?
5. What results do you seek?

FOR MORE INFORMATION,
SEE PAGE 21

8:30am

10:30am

REGISTRATION FOR WORKSHOP B & REFRESHMENT BREAK

WORKSHOP B: LEADING CHANGE: 4 DRUCKER PRESCRIPTIONS FOR MAKING EFFECTIVE GOVERNMENT AGENCY CHANGE HAPPEN

Leading change is never finished. It requires constant re-sharpening, refocusing, and never really being satisfied. In this session, we will take a deep-dive into how your agency can apply the methodologies of the renowned Peter Drucker, coined by many as "the creator and inventor of modern management", to create significant and positive changes within your agency – and to do so per the EO's/OMB's recent mandates and roadmap guidelines.

Topics of discussion will include:

What is required to become a government agency change leader – are you and your agency ready? The four components of Peter Drucker's change management methodology with special emphasis on abandonment, exploitation of successes, and innovation – which include:

1. Systematic Abandonment of the Unproductive in the Obsolete
2. Continuous Productivity Improvement of All Resources
3. Exploiting Successes
4. Purposeful Innovation

This session isn't about restructuring your agency. It's about restructuring your thinking.

Bill Cohen, PhD, PhD, Retired Major General, **United States Air Force** & President, **Institute of Leader Arts**

FOR MORE INFORMATION,
SEE PAGE 22

10:45am

12:45pm **REGISTRATION FOR WORKSHOP C****WORKSHOP C: OKR (OBJECTIVES, KEY RESULTS): THE NEWEST, MOST POWERFUL METHODOLOGY FOR DEVELOPING & TRACKING MEASURABLE OBJECTIVES**

How to develop measurable objectives faster, more easily and with far greater impact on moving your agency toward its goals

Transforming any aspect of an organization is a huge undertaking. However, by applying the below methods with respect to your mission goals, doing so can lead to a re-energized and dramatically refocused organization. By understanding the why and how of the total OKR methodology will indeed enable your agency to concentrate resources for success, assess what must be strengthened, and illuminate what must be abandoned.

In this deep-dive session, we will discuss:

- Strategy
- Alignment & Execution
- Balanced Scorecard
- OKRs (Objectives & Key Results)

Paul R. Niven, Author, **"Objectives and Key Results: Driving Focus, Alignment, and Engagement with OKRs"** & President, **The Senalosa Group**

** Boxed lunches will be served to all Workshop C attendees, as a "working lunch break".*

**FOR MORE INFORMATION,
SEE PAGE 23**

1:00pm

3:00pm **REGISTRATION FOR WORKSHOP D & AFTERNOON NETWORKING BREAK****WORKSHOP D: ROADMAP TO SUCCESSFUL AGENCY PROGRAM ABANDONMENT**

It is certainly unfortunate that some agencies will either lose some of their programs or merge with other agencies under the mandates listed in the M-17-22 Memo roadmap. However, after the dust has settled down with respect to everyone's mourning period, it's time to get down to business and go into action/implementation mode. If program abandonment is part of your agency's overall plan, then figuring out how to plan and implement such an enormous undertaking is certainly not an easy task. However, by attending this session, you will learn more about:

- How to effectively shut-down an agency's program/s from a structural, operational, human capital, and otherwise level – and in a timely and cost-effective manner
- How to merge agencies, and/or components, or programs under x agency
- How to recruit, train/re-train, and retain the best and brightest workforce for your agency
- How to develop, restructure, or lift & shift job functionalities
- Costs associated with shutting-down or merging agencies, components, or programs, including the costs of addressing the equities of affected agency staff
- How to either transition or dismantle an agency's IT infrastructures, operations, procurement, workforces, and processes in a cost-effective and timely manner

3:15pm

5:15pm **END OF PRE-WORKING MEETING WORKSHOP DAY - SEE YOU TOMORROW!**

WORKING MEETINGS: DAY ONE

TUESDAY, MAY 1, 2018

8:00am

REGISTRATION FOR WORKING MEETINGS DAY ONE & NETWORKING BREAKFAST

8:30am

CHAIRPERSON'S WELCOME

8:45am

KEYNOTE SPEAKER ADDRESS: OMB'S M-17-22 MEMORANDUM: HOW TO EFFECTIVELY NAVIGATE WHAT LAYS AHEAD FOR YOUR AGENCY

Transitioning from one Administration to another and being tasked to develop plans for significant government reform under the current Administration has certainly kept everyone in the federal government very busy in 2017 and early 2018. However, after submitting your Agency Reform Plan, and in turn received your approved reform plan policy direction and a proposed 2019 budget, it's now official "Go Time!" for your agency - and there's certainly a lot of work that must be accomplished moving forward, so to adhere to the OMB's M-17-22 Memorandum and Administration's Government Wide Reform Roadmap.

In this session, our Keynote speaker will discuss:

- How to better leverage technology and improve underlying business processes while addressing critical human capital impacts
- Strategies to streamline and eliminate processes
- Shifting to alternative service delivery models for support programs
- Customer(CX) experience in your overall reform effort planning and implementation
- Structuring an agency-wide program management approach to guide you to success including adequately addressing enterprise risk

David Mader, *Former Controller, The White House Office of Management & Budget*

9:30am

INTERACTIVE DISCUSSION GROUPS (IDGs): YOUR AGENCY REFORM PLAN HAS BEEN APPROVED, NOW WHAT?

In these small breakout sessions, you will have the opportunity to learn more about the challenges you may face as your agency travels along its re-inventing government journey and the possible solutions that will enable it to be successful with its approved Agency Reform Plan/budget. This session is designed to encourage lively intellectual exchange, with a roll up your sleeve, peer-to-peer dynamic.

Choose from one of the below IDGs and obtain valuable insight from our distinguished speakers and your industry peers, and from other executives who are facing the same "form" of re-inventing government transformation as listed below.

AGENCY EXPANSION PLANS

Your agency has been tasked to expand, now what? How do you plan and keep up with increased activity?

AGENCY OR DEPARTMENT CONSOLIDATION PLANS

Is your agency in the throes of operational or otherwise consolidation? If so, there's a lot to be discussed in this session!

Robyn Burk, *PMP, Director Enterprise Services Center, U.S. Department of Transportation/ Federal Aviation Administration*

AGENCY PRIVATIZATION PLANS

Does your agency plan include some form of internal or external privatization of x services? If so, this is a must-attend session!

AGENCY OR DEPARTMENT ABANDONMENT PLANS

Unfortunately some of your agency's programs haven't been slated to receive continued support. If that's the case, how do you effectively dismantle operations?

Tim Rund, *Board Member, Shared Services Leadership Coalition*

10:30am MORNING NETWORKING BREAK & DEMO DRIVE

PANEL DISCUSSION: INTELLIGENT AUTOMATION TECHNOLOGIES TO ENSURE AGENCY IT MODERNIZATION, EFFICIENCY, ACCURACY & TRANSPARENCY

With Intelligent Automation (RPA, AI & Cognitive technologies) being the hottest buzzwords in the private sector for the past few years, it has become quite apparent to the public sector that IA is no longer hype, but is indeed here and now – and can offer federal agencies similar benefits the private sector has reaped from its IA technology initiatives.

In this session, we will discuss:

- Vital questions that need to be answered with respect to what is involved in establishing an Intelligent Automation (IA) program
- Intelligent Automation's current and ever-evolving capabilities and what it can offer in the years to come
- The benefits IA technologies can provide to a wide variety of functional departments
- Roadblocks to expect along an IA implementation journey & how to overcome said obstacles

Surafeal Asgedom, Chief Officer, Modernization/Executive Director (SES), **U.S. Department of Veterans Affairs**

INTERACTIVE DISCUSSION GROUPS (IDGs): BUDGET & MISSION REALITY CHECK

Your agency has received its approved 2019 budget and Agency Reform Plan (ARP) back and now it's time to work through how you'll meet your mission goals based upon your reduced, increased, or unsettled budget. No matter what your agency budget may be, your ARP mission must be in line with said budget on an operational, workforce, infrastructure, IT, and many other levels, and doing so will require strategy reassessment prior to roll out. In this session, we will discuss the various areas of business that will be affected by the above and how your agency and others are tackling their mission objectives. This session is designed to encourage lively intellectual exchange, with a roll up your sleeve, peer-to-peer dynamic. Choose from one of the below IDGs and obtain valuable insight from our distinguished speakers and your industry peers who share the same functional responsibilities as you.

REDUCED BUDGET

A must-attend session for all agencies in MAJOR "do more with less" mode!

Glenn K. Davidson, Executive Director, Shared Services, **U.S. Department of Commerce**

UNSETTLED BUDGET

As you're all very accustomed to, having your federal department budgets 100% finalized takes time. If your agency is in this situation now, then this is great session to attend to learn how other agencies have been able to move forward with a "unsettled budget".

Edward Murray, Acting Assistant Secretary for Management & Chief Financial Officer, **U.S. Department of Veterans Affairs** (invited)

INCREASED BUDGET

You've won the federal budget lottery, now what? With increased budget, comes increased activity your agency must plan for - as well as go into "Go Time!" quickly and efficiently.

FUNCTIONAL LUNCH CLIQUES & NETWORKING BREAK

Dig deeper into the matters that interest and concern you most by sitting down for lunch with like-minded executives who work within the same area of functional responsibility as you. While on-site, you will be able to select from the below lunch cliques:

- C-Suite (sorry, by invitation only)
- Workforce
- Operations
- Finance
- Technology
- Shared Services

PANEL DISCUSSION: PERFORMANCE MEASUREMENTS, METRICS AND KPIS TO ENSURE PROGRAM SUCCESS

As part of your agency's overall operational transformation process, it must determine how to achieve its goals, apply its proposed strategies, and develop performance measurements to ensure short and long-term program success.

In this session, we will discuss:

- Effective project management strategies to apply towards the program initiatives set forth by your agency
- How to determine and develop realistic timelines & KPIs to be met - and performance measurements to ensure program success
- Metric analysis strategies that provide impactful data collection and improved service expectations and deliverables

Barry E. Berkowitz, Senior Procurement Executive & Director of Acquisition Management, **U.S. Department of Commerce**

Thomas M. Muir, Director, Support Services, My VA Program Office, **U.S. Department of Veterans Affairs**

Matt Miller, Assistant Commissioner, Fiscal Accounting Operations & Government-wide Accounting, **U.S. Department of Treasury** (Tentative)

AFTERNOON NETWORKING BREAK**PANEL DISCUSSION: SMART HIRING & EFFECTIVE WORKFORCE RESTRUCTURING STRATEGIES**

As all federal agencies have been tasked to go into "immediate implementation" mode to reduce their workforce headcount and costs, doing so certainly isn't an easy task, nor should such dramatic transformation efforts be taken lightly.

In this session, our panelists will discuss such matters as:

- How to recruit, train/re-train, and retain the best and brightest workforce for your agency
- How to develop, restructure, or lift & shift job functionalities
- Cost-effective early retirement plans that meet your agency's workforce reduction initiatives
- Methods to ensure a lean & mean reduced workforce that optimizes your team's skill sets and add great value to your agency's core values and mission

Victoria Wassmer, Assistant Administrator, Office of Finance & Management, **U.S. Department of Transportation/Federal Aviation Administration**

Steve Brockelman, Director, Office of Executive Councils, **GSA** (Tentative)

STRATEGIES TO ENSURE ACCURATE INTERNAL & EXTERNAL COMMUNICATIONS AS YOUR AGENCY'S PLAN UNFOLD

With so many agencies in the planning and implementation phase for drastic transformation, and/or abandonment, it's certainly going to be challenging to keep up with all the changes, whether you work within the federal government, or you're just an average U.S. citizen. To ensure total chaos does not ensue as the federal government goes through its planned operational overhaul, it's essential to properly convey your agency's transformation plans in an accurate, timely, and efficient manner.

In this session, we will discuss:

- How your agency can develop a successful communications program that not only works for your internal teams, collaborative agencies, but also for the U.S. citizens it has serviced over the years.

Kody H. Kinsley, Assistant Secretary for Management, **U.S. Department of the Treasury**

END OF WORKING MEETINGS DAY ONE - SEE YOU TOMORROW!

WORKING MEETINGS: DAY TWO

WEDNESDAY, MAY 2, 2018

8:00am REGISTRATION FOR WORKING MEETINGS DAY TWO & NETWORKING BREAKFAST

8:30am CHAIRPERSON'S RECAP

BRINGING THE FEDERAL BOTS ON BOARD: HOW NASA DEVELOPED AN INTELLIGENT AUTOMATION CoE & HOW TO TAKE ADVANTAGE OF ITS IA EXPERTISE FOR YOUR AGENCY

NASA Shared Service Center (NSSC) launched an effort to expand their workforce and enable expanded services without the addition of new personnel or an increased facility footprint. Learn about NSSC's journey as they navigated contracting, security and other hurdles with introducing innovative technology solutions with the implementation of Intelligent Automation (IA) to NASA and beyond.

By attending this session, you will learn about:

- How the NSSC has been preparing to offer bots as a service delivery via its CoE
- How other agencies are driving to implement RPA or Intelligent Automation (IA) programs for their respective federal agency
- What's involved with planning and implementing an IA program – and the costs associated with such as well

C. Patton Tidmore, *Executive Officer, NASA Shared Services Center*, **NASA**

PANEL DISCUSSION: EFFECTIVE STRATEGIES TO CONSOLIDATE OR RESTRUCTURE BUSINESS SERVICES

With many agencies, and/or their departments under significant restructuring, consolidating or dismantling some, if not all, services under their domain is an unfortunate reality under the new Administration. If your agency has proposed or been tasked to do just that, there is certainly a lot of work ahead of you. In this session, we will cover such topics as:

In this session, we will discuss:

- Various agency's plans to accomplish x
- Costs associated with shutting-down or merging agencies, components, or programs, including the costs of addressing the equities of affected agency staff
- How to either transition or dismantle an agency's IT infrastructures, operations, procurement, workforces, and processes in a cost-effective and timely manner

John Marshall, *Founder/CEO*, **Shared Services Leadership Coalition**

Jim Champy, *Author*, **"Reengineering the Corporation"**

Tim Rund, *Board Member*, **Shared Services Leadership Coalition**



INTERACTIVE DISCUSSION GROUPS (IDGs): HOW TO ENSURE SERVICE DELIVERY EXCELLENCE THROUGHOUT YOUR AGENCY'S VARIOUS STAGES OF TRANSFORMATION

In these small breakout sessions, you will have the opportunity to learn more about the challenges you may face within your own area of concentration as your agency travels along its re-inventing government journey and the possible solutions that will enable your agency to be successful with its approved Agency Reform Plan/budget. This session is designed to encourage lively intellectual exchange, with a roll up your sleeve, peer-to-peer dynamic.

Choose from one of the below IDGs and obtain valuable insight from our distinguished speakers and your industry peers who share the same functional responsibilities as you.

10:15am

FINANCE & PROCUREMENT

In this session, we will discuss such matters as: how to ensure your agency gets "the biggest bang for its buck", financial systems that enable increased transparency/accuracy, and much more.

TECHNOLOGY

Topics of discussion will include, yet will not be limited: Cloud computing, Big Data, RPA, Cognitive & Artificial Intelligence, and other technologies to enable your agency to "modernize" its operations.

OPERATIONS

Shawn Freeman, Project Manager,
Fiscal Accounting Operations,
Bureau of the Fiscal Service, **U.S.**
Department of the Treasury
(tentative)

WORKFORCE

With reduced staff and the need to "do more with less", how exactly does your agency plan to do so?

Mark Glorioso, Executive Director,
Shared Service Center, **NASA**

11:15am

MORNING NETWORKING BREAK

STATUS UPDATE: ENSURE EFFECTIVE PERFORMANCE TRACKING & ACCOUNTABILITY INITIATIVES

As of February 2018, sections of the Government-Wide Reform Plan have been monitored through the Federal Performance Framework and Performance.gov website. Their tracking efforts have included periodic progress updates from each agency and oversight by the President's Management Council, as appropriate. They have included public reporting of workforce reductions in all major agencies. Since then, how has your agency been tracking?

By attending this session, you will learn about:

- How to continually develop, prepare and implement transparent reports for review - on an operational, technical, and workforce level
- Metrics, benchmarks, and KPIs your agency should meet so to ensure they are in-line with its approved Agency Reform Plan/budget

Ann-Marie Massenberg, Executive Manager, **U.S. Department of Transportation/Federal Aviation Administration**

Seth B. Fargen, Deputy Director, Coast Guard Finance Center, **U.S. Coast Guard**

11:30am

PANEL DISCUSSION: CAN IT BE DONE, SHOULD IT BE DONE? - PRIVATIZING AGENCY SERVICES

This is not the first, nor will it be the last time the subject of privatizing federal agencies, and/or departments within an agency comes up as a strategy to increase productivity and serve as revenue-generating channel. If your Agency Reform Plan included doing so, then there are definitely a lot of strategy loose ends that need to be addressed before going into full-throttle implementation "commercial" mode.

In this session, we will discuss:

- Financial comparative analysis and ROI of privatizing
- Privatization Roadmap
- Risk Assessment

Mark Glorioso, Executive Director, Shared Service Center, **NASA**

Donna Edsall, Associate Director of Financial Management, Interior Business Center **U.S. Department of the Interior**

12:15pm

1:00pm

NETWORKING LUNCH BREAK

2:00pm

SHARED SERVICES SENIOR LEADERSHIP PANEL DISCUSSION: THE FEDERAL SHARED SERVICES GURUS' ADVICE TO SSO NEWBIES

If your agency decided to go with a shared services model for some or many of its business operations, to achieve its Agency Reform Plan's goals, then this is a must attend session for you and your agency.

Attend this session to:

- Better understand how a variety of shared services models can offer your agency M-22-17 compliance by reducing redundancy, waste, reduced workforces, improving data security, and enhance operational transparency and accountability
- How to go from planning phase to "Go time!" implementation mode and do so with ease, efficiency, and success

Glenn K. Davidson, *Executive Director, Shared Services, U.S. Department of Commerce*

John Marshall, *Founder/CEO, Shared Services Leadership Coalition*

Victoria Wassmer, *Assistant Administrator, Office of Finance & Management, U.S. Department of Transportation/Federal Aviation Administration*

Doug Anderson, *Assistant Commissioner - Office of Shared Services, Bureau of the Fiscal Service, U.S. Department of Treasury* (tentative)

2:45pm

PANEL DISCUSSION: REDUCE COSTS VIA CONSOLIDATED PROCUREMENT METHODOLOGIES, CONTRACT TERMS & TECHNOLOGIES

With your agency tasked to develop plans to be more efficient and cost-effective, doing so via a variety of procurement strategies that can accomplish just that is a business model no agency can afford to ignore, and/or put into play sooner versus later.

In this session, we will discuss:

- Agencies that have highly-successful procurement policies, contract terms, and processes in place that have resulted in reducing their operational costs by 30% within the first 1 – 2 year of implementation
- Comparative analysis of outsourcing vs. insourcing procurement processes – and how to determine which model might be the best fit for your agency, and/or the agencies under yours
- How to develop agency-wide or cross-agency procurement practices that ensure transparency, efficiency, and accuracy'
- Use of data analytics to determine, manage, and advance savings and efficiencies through consolidated procurement methodologies

Steve Krauss, *Director, Category Management Strategic Execution, Federal Acquisition Service, GSA* (tentative)

Barry E. Berkowitz, *Senior Procurement Executive & Director of Acquisition Management, U.S. Department of Commerce*

3:00pm

TOWN HALL: THE TOP BURNING QUESTIONS

It's obvious, the most valuable takeaways you can bring back to your agency are actionable lessons learned –to be able to apply them to your own agency's re-inventing government strategic plans. This session will consist of open-forum Q&As with the session speakers answering the top burning questions the audience members have submitted earlier in the day.

4:15pm

END OF WORKING MEETINGS - SEE YOU NEXT YEAR!

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NETWORKING

Ensure that you have the opportunity to engage with the key decision makers within your industry. We can create a platform for you to effectively interact with your top customers and prospects in the environment of your choice. This can range from formalized private meetings / workshops right through to less structured networking events such as sponsored drinks receptions, coffee breaks or lunches. Ultimately whatever you decide is the right forum; we will support you in your quest to advance relationships with the key people who can influence the future of your business.

BRANDING

Your company can be elevated to a position where they are seen as a market leader. In a fiercely competitive market you need to ensure that your brand is differentiated from the competition. Failure to create a clear identity will see your organization fade into the background. We ensure that we do everything we can to effectively lift your brand before, during and after the event. Not only do we create a fully integrated marketing campaign, which your company can be part of, but we also offer high impact premium branding opportunities for example on bags, water bottles, pens lanyards etc.

THOUGHT LEADERSHIP

If you think that you should be viewed as a true industry leader then your need to demonstrate your market knowledge and expertise through a thought leadership opportunity, such as speaking or chairing. This is a highly unique opportunity for your company to educate the market, and as long as you are credible enough to fit into a high level event program, we can position your organization alongside top customers and prospects in our speaker faculty. As part of this speaker faculty your company will be set apart from other industry attendees giving you the competitive edge required to make further strides in the market.

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Hotel details soon to come!

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WORKSHOP A: DRUCKER'S FIVE MOST IMPORTANT QUESTIONS YOU'LL EVER ASK ABOUT YOUR GOVERNMENT AGENCY: A STEP-BY-STEP PLANNING & IMPLEMENTATION METHODOLOGY

Peter F. Drucker's influence is global: his 39 books have sold over 10 million copies, and have been translated into nearly every language in the world. His views on government management have tutored not just government agencies but countries – Drucker's concepts, methodologies, and coinages are essential to every government agency that truly wants/needs to reinvent itself to meet today's challenges.

Back in 1990, Drucker put together a step-by-step methodology to enable government agencies to systematically revisit their mission...determine direction & goals...formulate measurable objectives...prepare an actionable plan...and take immediate action.

NOW...TURN THE DRUCKER METHODOLOGY INTO A PLAN FOR GETTING THE RIGHT THINGS DONE

Today, the five most important questions government agencies self-assessment tool has been rediscovered by government agency managers who strive not only to reinvent their agency – but also to build the habit of sustained continuous improvement into every activity and project under their control. Now, you too can put this truly simple, but highly effective management planning system to work in your agency. It costs little or nothing beyond the willingness to see things in a totally new way. But don't be deceived. Although it is a simple system...it's not easy to execute.

That's where this workshop comes in. It's designed to take you from textbook learning to practical hands-on execution in your own government agency. There is simply no substitute for attending this workshop.

INSIGHTS, ADVICE & CAUTIONS YOU'LL WANT TO HEED

You'll examine government agency case studies and see how others are putting Drucker's Five Most Important Questions to work, with incredible results. Chock-full of practical how-to's and watch-out's.

This session offers detailed lessons on why some of the most dedicated people in Washington meet week after week to produce embarrassing non-results because their basic approach is wrong. Now here's your chance to

learn in just a matter of hours what many consider the most powerful methodology/approach to reinventing government agencies ever invented.

WHAT YOU'LL LEARN

- How to put into action a six-step planning process encompassing mission, vision, goals, objectives, action steps, a budget, and continual appraisal
- How to evaluate the three most important components of developing a mission statement – opportunities, competencies, and commitment (and why there will not be real results if any one of these components are lacking)
- Why it is essential to answer the questions: What is our purpose? Why do we do what we do? What in the end, do we want to be remembered for?
- Why the most difficult challenge to most government agencies is to agree on goals – the fundamental long-range direction
- Why goals should be few in number (no more than five) or failure is almost guaranteed (If the motto seems to be: Let's do a little bit of everything, enormous staffs will be built and yet there will be no concentration of effort in any one area)
- Why goals flow from mission, aim the organization where it must go, build on strength, address opportunity, and if formulated correctly, outline your agency's desired future
- The five elements of effective government agency plans – abandonment, concentration, innovation objectives, risk-taking
- Why the best government agency plan is only a plan – a set of good intentions – unless there is communication, action, appraisal, and continuous reallocation of the agency's resources to getting results

MONDAY, APRIL 30, 2018

**ACT NOW! REGISTER YOURSELF
AND YOUR TEAM - TODAY!**

WORKSHOP B: LEADING CHANGE: 4 DRUCKER PRESCRIPTIONS FOR MAKING EFFECTIVE GOVERNMENT AGENCY CHANGE HAPPEN

MANAGING CHANGE: 4 DRUCKER PRESCRIPTIONS FOR MAKING EFFECTIVE GOVERNMENT AGENCY CHANGE HAPPEN

"Change-skilled." It's fast becoming the most valuable asset a government manager can offer. The trickle of new budget reforms and other mandates have now become a raging torrent.

As your once-secure world goes into a tailspin, you'll need new skills to cope, adapt, adjust, and stay in control. This Workshop provides them. It equips you with a change management methodology that can be taught, learned, and practiced.

Indeed, you'll learn a step-by-step change management methodology proven successful in thousands of not-for-profit organizations including the Girl Scouts of America, Salvation Army, Rick Warren's Saddleback Community Church organization, and government agencies worldwide.

Peter F. Drucker said: "A change leader looks for required changes, knows how to find the right changes and knows how to make them effective both outside the organization and inside it."

As this Workshop unfolds, you'll begin to see what it means to be "change-skilled." To be a change leader, it requires the willingness and ability to change what is already being done just as much as it is to start new and different things.

THIS WORKSHOP ISN'T ABOUT RESTRUCTURING YOUR AGENCY. IT'S ABOUT RESTRUCTURING YOUR THINKING.

Managing change using Drucker's all-powerful prescriptions is a program to help managers like you rethink your thinking, so you'll understand what's required to make effective change happen. After this session, you'll start seeing change as a positive force instead of a threat. It's about letting go of old attitudes that keep most government managers stuck in traditional mind-sets and unable (or unwilling) to go with what really needs to be done. You'll see the difference between traditional government agency thinking and Drucker-inspired "change-skilled" thinking. The upshot is, you'll be able to make a real difference that will long be remembered.

It's a tough time to be a government agency manager – and no time to be without the change management methodology presented at this program. Change management is never finished. It requires constant re-sharpening, refocusing, and never really being satisfied.

Drucker said: "I encourage you especially to keep asking the question, What do we want to be remembered for? It is a question that induces you to renew yourself – and the organization – because it pushes you to see what you can become."

WHAT YOU'LL LEARN

- The Drucker managing change checklist: abandonment, continuous improvement, exploiting success, and innovation – and why without all four components no organization can hope to become a successful innovator
- Crucial: how formulate policies and decision rules for abandoning yesterday & freeing resources from being committed to maintaining what no longer contributes to performance & no longer produces results
- Organized improvement simplified – using "internal benchmarking" to compare the performance of an operation or an agency with the performance of all others, the best becoming the standard to be met by all the following year
- Why organized improvement must become a quantifiable activity requiring operational definitions to define clearly what performance means in government agencies
- An unrecognized truism: continuous improvement in any area eventually transforms the operation & leads to fundamental change in many areas including processes, service, mission, desired results & more
- How to exploit and build on successes, that is, identify what your agency does well so it can do more of it, and stop doing what it does not do well. (As in continuous improvement, exploitation of success also leads to genuine innovation, that is in something genuinely new and different)
- Why is essential to understand an agency that exists to get today's job done cannot also do tomorrow's job very well – which means tomorrow's job needs a new structural entity, equivalently an autonomous organization of its own
- How to build into your agency a systematic policy of INNOVATION, that is, knowing the right things to do with respect to setting up entirely separate centers of initiative (within the existing agency) charged with accomplishing specific innovation objectives
- How to avoid three traps the majority of change leaders, at one point or another, find themselves susceptible to falling into & inevitably self-sabotage well-intentioned change efforts
- Why the introduction of change, the totally new and different, must be PILOTED
- Why & how successful change management requires two separate budgets (an operating budget for already existing activities and programs & a future budget for exploiting successes and launching innovative programs)

MONDAY, APRIL 30, 2018

ABOUT YOUR WORKSHOP LEADER



Bill Cohen, PhD
United States Air Force
& President **Institute of Leader Arts**

This Workshop, led by one of the most respected Drucker experts in the world, Bill Cohen, PhD, cuts to the core of managing change issues, and backs them up with years of observation, study, and change management practice. Dr. Cohen uses actual mini-cases, examples, and illustrations both of the right and wrong change management policies and implementation programs.

**ACT NOW! REGISTER YOURSELF
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WORKSHOP C: OKR (OBJECTIVES, KEY RESULTS): THE NEWEST, MOST POWERFUL METHODOLOGY FOR DEVELOPING & TRACKING MEASURABLE OBJECTIVES

HOW TO DEVELOP MEASURABLE OBJECTIVES FASTER, MORE EASILY AND WITH FAR GREATER IMPACT ON MOVING YOUR AGENCY TOWARD ITS GOALS

Paul dispenses practical "how-to" advice real people can immediately start using to set meaningful/measurable objectives – he distills 20 years experience with government agencies and illustrates why moralizing mere effort will leave nothing behind but bleached bones. You'll hear examples of organizations running with his easy-to-understand and easy-to-use system for setting objectives & defining key results...and succeeding beyond all expectations.

WHAT YOU'LL LEARN

- The #1 measurement problem haunting government agency executives today
- Measurement-managed government agencies: what they are, why they work, and how to transform your agency into one

- Why mission is the star to steer by when determining goals & deciding what results should and could be
- Your best first step for winning the necessary executive support to successfully integrate OKRs into your government agency
- Why and how the total OKR methodology will enable your agency to concentrate resources for success, assess what must be strengthened, and illuminate what must be abandoned
- Enabling teams and individuals to reimagine what they can achieve, build their goal-setting muscles, and continuously analyze actual results & learn how better results might be achieved
- Quick tips for creating meaningful objectives & key results fast & successfully
- The all-important need for continual feedback from actual results, mid-quarter check-ins, & quarterly reviews

MONDAY, APRIL 30, 2018

ABOUT YOUR WORKSHOP LEADER



Paul R. Niven,
Author **"Objectives and Key Results: Driving Focus Alignment, and Engagement with OKRs"**
& President, **The Senalosa Group**

He's one of the world's most respected authorities on the Balanced Scorecard (BSC) & measurement-management systems for government agencies. His "how-to" BSC books have won rave reviews & sold millions. His sell-out speaking engagements are booked a year in advance.

From the moment his BSC: "Step-By-Step for Government & Nonprofit Agencies" hit the book stands in 2008, Paul Niven was leading a government management revolution. Now you can learn how Paul's newest objective setting & measurement-management methodology (that has taken Google and dozens of other organizations by storm) can be put to work in your government agency.

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