

**Survival Tools for a Tough Economy: The Balanced ScoreCard** (6 CPE Credits)

**September 16**, California State University, East Bay Campus, 1000 Broadway, Suite 109, Oakland, CA 94607

Registration: 8:30 a.m.–9:00 a.m. Program: 9:00 a.m.–4:30 p.m.

**About the Speaker:**

**MICHAEL SELBY**, *founder and President of ScoreCard Partners, 30-year veteran consultant and former OD Manager at Hewlett-Packard, will share his experience building ScoreCards with over 35 major Bay Area companies. Whether your company is in bio-tech, hospitality, insurance, professional services, manufacturing or software, Michael has built ScoreCards for, and knows the measures of your industry.*

**B**alanced ScoreCards serve as tremendous tools for focusing your entire company on controlling expenses while maintaining high-quality products and services. This proves especially important as you navigate today's tough economic environments. By giving executives a window into all corners of the business, ScoreCards provide a company-wide performance measurement system. HR ScoreCards define and measure HR's contribution to the achievement of corporate goals. They provide senior management with a tool to guide HR efforts, track the creation of a high-performance work system, and ultimately prove the value of HR.

Discover how ScoreCards have been critical survival tools in tough environments and see a full demo of ScoreCards in action. We'll examine both the company-wide Balanced ScoreCard and the HR ScoreCard, and the interrelation between the two. You'll be able to:

- Explain the purpose, use and content of both types of ScoreCards
- Outline the development process for each, including strategy mapping, metrics and goal setting
- Define HR's role in the development of the Balanced ScoreCard
- Describe what's involved in building and maintaining ScoreCards



**FOUR EASY WAYS TO REGISTER:**

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- \$310 NCHRA Members     \$390 General  
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Early registration is encouraged. Walk-ins will be charged a \$20 late fee and cannot be guaranteed admittance. **Cancellation deadline is one week prior to program.** No refunds or credit will be given after this date. Membership will be verified. Non-members will be charged the general rate. Please photocopy this form for multiple attendees. This form is your invoice.

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