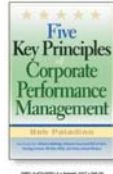




EDISON ELECTRIC
INSTITUTE

Hotel Omni Mont-Royal, Montreal, Quebec Canada



Five Key Principles of Corporate Performance Management (CPM) – Keynote Address

Award Winning Executive Shares Leading Edge Research and TVA Case Study

Bob Paladino, CPA, MBA

What do Malcolm Baldrige Award, Global Balanced Scorecard Hall of Fame Award, Sterling Award, Deming Award and APQC Award winning enterprises all have in common? Bob Paladino & Associates, LLC has been conducting research into scores of award winning enterprises and has noted a discernable pattern to how they design, structure and execute their CPM programs to outperform their peers.

“Paladino [Bob] effectively leverages his considerable knowledge and experience as a management consultant and chief performance officer at Crown Castle to produce a compelling case for a Corporate Performance Management office. The CPM office becomes the focal point for translating strategic intent to operational actions. The concept is enriched by the book’s excellent examples from both private and public sector organizations.”

- **Dr. Robert S. Kaplan, Harvard Business School; Co-Developer of Balanced Scorecard, Strategy Focused Organization, and Activity-Based Costing**

“Read this book if you want a practical guide—based on real experience—to take your organization to higher levels of performance.”

-**Carla O’Dell, President American Productivity and Quality Center (APQC)**

In this session you will learn about the *Five Principles of Corporate Performance Management* and selected best practices through a leading utility case study. This session will enable you to critically evaluate your own CPM program and determine where you may have strengths and identify some gaps to enable your enterprise to continue its successful CPM journey.



Bob Paladino, CPA (Pittsburgh, PA), founder of Bob Paladino & Associates, LLC, is a former executive and longtime implementation practitioner in the Corporate Performance Management (CPM) field. His firm advises Boards of Directors and Executives and offers CPM services for rapidly implementing and integrating proven methodologies to drive breakthrough results. He contributes to leading research projects. Recently, as Senior Vice President of Crown Castle International in the Office of the CEO, he directed the global CPM/Balanced Scorecard program to win both the coveted *Hall of Fame* award and APQC’s *Best Practice Partner* award. Formerly a leading consultant for PricewaterhouseCoopers and Towers Perrin, he is Wharton MBA and a CPA and a member of the AICPA and MSCPA. He is published in leading journals and is among highest rated speakers at corporate and industry events, such as FEI, ASMI and CFO Rising.

Contact:

Bob Paladino & Associates, LLC
Summerfield Commons – Suite 910
Pittsburgh, PA 15241

Office: 412-833-9317, Fax 412-220-2454

Email: bobpaladino@paladinoassociates.com

Visit our website: www.paladinoassociates.com