



CMA Ontario/Lakehead District

REGISTRATION FORM

Web Cast Event – A Lakehead District Informal Gathering

Reporting Key Performance Indicators to Improve Performance and The Top 20 Mistakes Made by Corporate Accountants

Reporting Key Performance Indicators to Improve Performance (Audio Seminar)

David Parmenter, waymark solutions

www.davidparmenter.com

Many organizations are reporting too many performance measures too late. Management is left 'chasing the horses well after they have bolted from the barn.' Organizations that think they have KPIs, which are measured monthly and quarterly, have performance reporting regimes that do not create change, alignment or growth.

This audio seminar will cover:

- The four types of performance measures and how this impacts who sees what
- The seven characteristics of winning KPIs
- The foundations stones of better practices
- The common pitfalls of dashboard design
- How to revitalize your balanced scorecard reporting
- And the importance of knowing your critical success factors

David will also offer a review of the latest books on reporting performance, and provide insights gained as he researched and wrote the second edition of his book, *Key Performance Indicator - Developing, Using and Implementing Winning KPIs*.

This web cast is designed to help organizations from large multi-nationals to those with less than 200 staff that want to use better practices to report their KPIs.

The Top 20 Mistakes Made by Corporate Accountants (Audio Seminar)

David Parmenter, waymark solutions

www.davidparmenter.com

David Parmenter will discuss the top 20 accounting blunders since Luca Paciolo first wrote about double-entry bookkeeping in 1494. David says, "As a failed corporate accountant – by that I mean I had to organize my own 'leaving do' – I feel particularly well qualified to deliver this webcast."

This webcast is designed to help corporate accountants from large multi-nationals to organizations with less than 200 staff. The top twenty mistakes include:

- Having over 80 account codes for the P/L
- Only forecasting to year-end
- Investing in a complex G/L
- Letting Excel dominate the finance system
- Giving budget holders an annual entitlement
- Budgeting at account code level
- Producing numbing monthly financial reports
- Reporting on the wrong performance measures
- Setting change by logic
- Using Julius Caesar's calendar as a reporting tool
- Not producing enough daily/weekly decision based reports

About David Parmenter

David Parmenter is a writer, speaker and facilitator who helps organizations measure, report and improve their performance. His work on KPIs is now recognized internationally as a breakthrough in understanding how to make performance measures work. His book, *Key Performance Indicators – Developing, Using and Implementing Winning KPIs*, is now one of the top ten performance management books on Amazon.com. His many articles have been published in leading management journals. David has authored another book, *Pareto's 80 Rule for Corporate Accountants*.

He has presented workshops and master classes on KPIs around the world. His speaking engagements cover Ireland, Scotland, England, the Czech Republic, Iran, Malaysia, Singapore, South Africa, Australia and New Zealand.

David has worked for Ernst & Young, BP Oil Ltd., Arthur Andersen, and Price Waterhouse. David is a fellow of the Institute of Chartered Accountants in England and Wales.

David Parmenter is on a mission to 'change how leading organizations, around the world, measure and manage performance – by 2030' and thus is sharing much of his intellectual property through workshops, web casts, audio seminars, articles and papers with corporate accountants from around the world.

Date:

Thursday, April 29th, 2010

Location:

Victoria Inn
Executive Boardroom
555 West Arthur Street
Thunder Bay, ON P7E 5R5
807-577-8482

Time:

5:15 p.m. – Registration
5:30 p.m. – Web Cast Presentations
7:30 p.m. – Adjournment

***Dinner is available to be purchased at the location. Chicago Joe's restaurant has been engaged to be available to provide each participant a snack, meal or beverage at any time during the webcast. The cost is not included in the cost of the event.

Cost:

\$10.00 plus GST
Free for Lakehead University Students

CPLD:

2 credits

REGISTRATION FORM

Please fax or email your registration form to Leena Rosenberg, Tel :(416) 204-3140 or (800) 387-2991 ext 140,
Fax (416) 977-1365, lrosenberg@cmaontario.org

Lakehead District Informal Gathering – Thursday, April 29th, 2010

Name: _____ Member #: _____

Tel: _____ Guest Name(s): _____

Credit Card (Visa/MasterCard): _____ Expiry Date: _____

Signature: _____ Dietary Restrictions: _____

No refunds for cancellations after April 26, 2010. Substitutions accepted at no charge.