



JOIN DAVID NORTON AND DANIEL PINK AND LEARN HOW TO EXECUTE YOUR MISSION IN THE FACE OF UNPRECEDENTED CHALLENGES

MISSION-DRIVEN MANAGEMENT SUMMIT 2012



Save \$200!
Register by
November 15th!

**MARCH
6-8
2012**

NATIONAL PRESS CLUB
WASHINGTON, DC

scan this code on
your smartphone to
learn more or register



FEATURING TRACKS DEDICATED TO

- GPRA Modernization and Performance Management
- Good Governance as a Strategic Asset
- Driving Results and Transparency
- Transforming Regional Government

register today at
www.MissionDrivenSummit.com

Are you executing on your mission?

Is your organization ready to perform?

Join us in Washington DC, for the MISSION-DRIVEN MANAGEMENT SUMMIT 2012

Join 200 of your fellow public and social sector leaders for the Mission-Driven Management Summit 2012. Featuring keynote addresses by **David Norton** and **Daniel Pink**, plus case studies and presentations from the **United States Office of Management and Budget**, **Charity Navigator**, **BoardSource**, and **Hillside Family of Agencies**, this is an event that you cannot afford to miss!

register today at
www.MissionDrivenSummit.com

REGISTRATION INFORMATION

	Regular	Early Bird
Single Registration Registration for a single delegate from the non-profit, government, or education sector.	\$1195	\$995
Group Registration Registration for three or more delegates from the non-profit, government, or education sector.	\$895	\$795
Pre-Summit Workshops Add one (\$295) or two (\$395) half-day workshops before the summit to add in-depth learning.	\$295 (1) or \$395 (2)	

EARLY BIRD DISCOUNT

Save \$200 and qualify for the Early Bird Discount by registering for the Mission-Driven Summit before November 15th, 2011.

SEND A TEAM AND SAVE

Send three or more people from the same organization and save \$300 per registrant. Please call 866-568-0590 and ask about additional discounts for teams of 5, 10, or more!

METHOD OF PAYMENT

You can pay securely online at www.MissionDrivenSummit.com using American Express, Visa, or Mastercard. To pay by check or purchase order, please contact us at 866-568-0590 or conferences@ascendantsmg.com.



1



2

KEYNOTE SPEAKERS

1. DAN PINK

Daniel H. Pink is the author of four provocative books about the changing world of work, including the New York Times best-seller *DRIVE*.



3

2. DAVID NORTON

David P. Norton is the preeminent international authority on how to institutionalize strategic thinking using the Balanced Scorecard.



4

3. DUSTIN BROWN

Dustin Brown is the Deputy Associate Director for Performance and Personnel Management at the Office of Management and Budget.



5

4. KEN BERGER

Ken Berger is the President & Chief Executive Officer of Charity Navigator, the nation's largest and most-utilized evaluator of charities.

5. MARIA CRISTALLI

Maria Cristalli is the Chief Strategy and Quality Officer at Hillside Family of Agencies, one of the largest agencies in New York State.

For more information

Please visit us online at www.MissionDrivenSummit.com or call our conference hotline at 866-568-0590

SCHEDULE OF EVENTS



TUESDAY, MARCH 6TH

8:00 am - 9:00 am

Registration and Continental Breakfast

9:00 am - 12:00 noon

concurrent sessions

Clinic A: Balanced Scorecard Basics

This introductory workshop for Balanced Scorecard methodology will provide insight on building and using the BSC in your organization.

Clinic B: Becoming A Strategy-Focused Organization

This advanced clinic will help organizations put in place the alignment, reporting, and management processes to become a SFO.

12:00 noon - 1:00 pm

Networking Lunch

1:00 pm - 4:00 pm

concurrent sessions

Clinic C: Integrating Risk and Strategy Management

This workshop provides a primer on how to effectively integrate risk management and strategy management for sustainable results.

Clinic D: Managing With Effective Review Meetings

This workshop will show you how to communicate objectives and drive performance through effective strategy review meetings and reports.

4:00 pm - 6:00 pm

Summit Registration and Networking Reception

WEDNESDAY, MARCH 7TH

8:00 am - 9:00 am

Registration and Continental Breakfast

9:00 am - 10:00 am

keynote

David Norton: Forecasting Strategic Results - Organizations as a System for Value Creation

10:00 am - 12:00 noon

general session

Best Practice Case Studies

Hillside Family of Agencies
Canadian Federal Government

12:00 noon - 1:00 pm

Networking Lunch

1:30 pm - 3:30 pm

concurrent sessions

Track 1: Driving Results and Transparency

Charity Navigator
ASME (American Society of Mechanical Engineers)
Citi Performing Arts Center

Track 2: GPRA Modernization & Performance Management

Office of Management and Budget
Office of Housing and Urban Development
Federal Aviation Administration

4:00 pm - 5:00 pm

keynote

Daniel Pink: Motivation in the Mission-Driven Sector

5:00 pm - 7:00 pm

Networking Reception and Book Signing

THURSDAY, MARCH 8TH

7:30 am - 8:30 am

Registration and Continental Breakfast

8:30 am - 9:30 am

keynote

David Norton: Forecasting Strategic Results for Mission-Driven Organizations

9:30 am - 10:15 am

general session

Best Practice Case Study

Boys and Girls Clubs of Puerto Rico

10:15 am - 12:45 pm

concurrent sessions

Track 1: Good Governance as a Strategic Asset

Board Source
Rare Conservation

Southwest Alabama Workforce Development Council

Track 2: Transforming Regional Government

Maryland State Government
Rochester Genesee RTA
City of Durham, NC

12:45 noon - 2:00 pm

Networking Lunch

2:00 pm - 3:15 pm

general session

Best Practice Case Studies

United States Treasury
Folkhälsan

3:15 pm - 4:00 pm

general session

Summit Alumni Panel + Summit Closing

register today at

www.MissionDrivenSummit.com



Ascendant
STRATEGY MANAGEMENT GROUP

Ascendant Strategy Management Group
75 Arlington Street, 5th Floor
Boston, MA 02116

PRSR STD
U.S. POSTAGE
PAID
ATLANTA GA
PERMIT #4444

join dave norton and daniel pink in washington dc, for the **MISSION-DRIVEN MANAGEMENT SUMMIT 2012**

register today at
www.MissionDrivenSummit.com

Join 200 of your fellow public and social sector leaders for the Mission-Driven Management Summit 2012. Featuring keynote addresses by **David Norton** and **Daniel Pink**, plus case studies and presentations from the **United States Office of Management and Budget, Charity Navigator, BoardSource, and Hillside Family of Agencies**, this is an event that you cannot afford to miss!

join dave norton and daniel pink in washington dc, for the **MISSION-DRIVEN MANAGEMENT SUMMIT 2012**



TOGETHER FOR THE FIRST TIME

For the first time on the same stage, best-selling authors and strategy guru David Norton and Daniel Pink will discuss how to create performance management systems that drive strategic growth and change in mission-driven organizations. Don't miss this unique opportunity to learn from strategy and performance management's greatest thought leaders.

www.MissionDrivenSummit.com



Specifically designed for mission-driven organizations, this dynamic summit features case studies and interactive presentations that will give you the insight to...

- Describe your strategy in a way that everyone can understand
- Be prepared for GPRA modernization
- Develop a risk management strategy
- Ensure that your programs remain aligned to your mission goals
- Become operationally effective and aligned
- Understand what really motivates your workforce
- Build and use a comprehensive performance reporting system
- Adapt to a changing workforce
- Manage and drive transformational change

WHO SHOULD ATTEND?

- Executive Directors
- C-Level Executives
- Administrative Officers
- Directors and Deputy Directors
- Senior Functional Leaders
- Program Directors
- Data Analytics Teams
- Assessment Officers
- Management Analysts
- Program Analysts
- Performance Management Officers