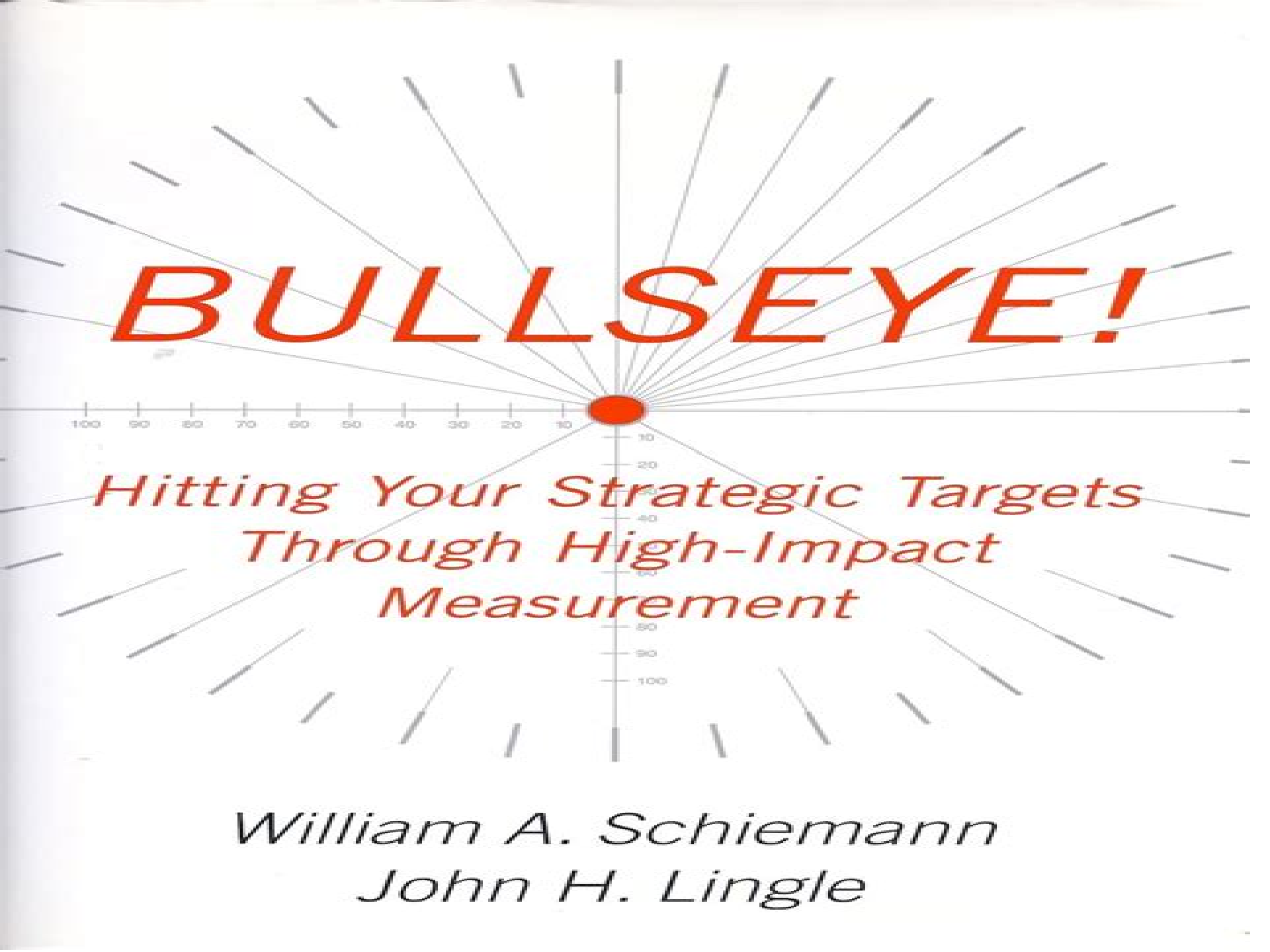




BULLSEYE!

*Hitting Your Strategic Targets
Through High-Impact
Measurement*

*William A. Schiemann
John H. Lingle*

Bullseye Hitting Your Strategic Targets Through High Impact

Joseph R. Matthews



Bullseye Hitting Your Strategic Targets Through High Impact:

Bullseye! William Schiemann, John H. Lingle, 1999 In order to cope with new market dynamics including global competition and ever changing information technologies organisations must be able to adjust their strategies more frequently and faster than ever before In BULLSEYE William Schiemann and John Lingle outline the importance of measurement systems for creating guiding facilitating and accelerating change and they detail a concise approach to tracking performance based on four defining concepts change measurement alignment and results After discussing the importance and difficulties of implementing a well integrated measurement system the authors lead readers through the four phases of this process developing a strategic template designing the measures of these goals cascading the scorecards for these measurements down through the organisation and embedding the scorecard process into procedures With a checklist for each phase this practical guide will guide managers towards building an efficient company that will beat the competition

Bullseye! William A. Schiemann, John H. Lingle, 2008-06-30 At last in this book the great paradox of measurement is resolved According to the authors original and revealing research companies that manage by measurement outperform less disciplined competitors by an average three year return on investment of 80 percent versus an average ROI of 45 percent Yet few companies have put in place a disciplined approach for measuring the key nonfinancial strategic performance areas that are so crucial to a firm s success Bullseye treats measurement as a key senior management business issue The authors explore the role of measurement in adding clarity and specificity to an organization s strategy and in driving efforts to translate strategy into operational initiatives and business results Organizational change and measurement experts William Schiemann and John Lingle have written the first book to provide a complete detailed blueprint for implementing a strategic measurement system To resolve the measurement paradox they have created as the centerpiece of Bullseye a detailed case study that describes a four phase process that will successfully transform any company into a measurement managed organization The four phases of this process are defining a strategic business model designing measures to support the model cascading the model and measures throughout the organization and embedding the measures into the leadership processes of the organization In eminently readable prose the authors confront head on the powerful forces that conspire to prevent a company from gaining the full value from its measurement system In the process Schiemann and Lingle have developed an integrative framework that covers all the major measurement areas markets and customers finance people operations the environment and suppliers In fact the authors go Beyond other published accounts of measurement systems by providing strategic tools to manage customer community environmental and regulatory stakeholders along with suppliers and adaptability the level at which a company learns and innovates Focus and speed they argue are the essential competitive qualities Following the guidelines recommended in this book executives with responsibility for setting and implementing strategy should be able to make significant improvements in three months and major changes within a year Bullseye is must

reading for all general managers at the corporate division and business unit levels *Building High-Performance People and Organizations* Martha I. Finney, 2008-06-30 Business success depends on employee innovation drive skill endurance and dedication Engaged employees studies show provide tangible advantages to the organization like greater customer satisfaction and improved profitability In contrast the Gallup Organization has discovered that disengaged workers cost U S business between 250 billion and 350 billion each year How do you engage employees and in turn create the high performance organization That s what this set is all about From the latest theories on motivation to innovations in HR to methods to increase employee retention it provides the essential insights and tools managers leaders and HR people need to find new ways to succeed while keeping employees happy productive and loyal Employees know that cradle to grave or even week to week employment security is a thing of the past and that they are at the helm of their own career ship Discerning consumers in the employment marketplace they therefore seek employment opportunities that speak not only to their wallets and life circumstances but also to their desire to find work that provides purpose and passion How can employers meet these needs and create a team of engaged employees That s a large question and one that spans a spectrum of issues that includes career development human resource management and the alignment between individual and organizational goals In these three volumes leaders and managers will find answers They feature articles interviews and reports from academics psychologists managers in the practical corporate world and experts in career management Despite what Donald Trump might say work is personal and the ways in which individuals navigate the organizational environment and businesses organize to seek attract and retain the best employees is of primary concern That goes double in these turbulent times when job security is at stake cynicism rampant and loyalty at risk Building High Performance People and Organizations connects the dots so employers can maintain a loyal satisfied and productive workforce Volume 1 The New Employer Employee Relationship looks at trends in demographics and the general business environment leading to and driving the concept of employee engagement Volume 2 The Engaged Workplace Organizational Strategies focuses on real world organizational strategies to find develop and retain the best employees with an emphasis on innovative practices in both the U S and internationally Volume 3 Case Studies and Conversations features interviews with thought leaders in the entire landscape of performance management and employee engagement Their insights will provide readers with the absolute latest thinking in their fields of expertise Volume 3 also contains short case studies of companies that are pioneering high performance cultures **Strategic Planning and Management for Library Managers** Joseph R. Matthews, 2005-05-30 Libraries enter into strategic planning by a variety of routes from dynamic technology and rising costs to budget cuts and pressure for change In this book Joe Matthews guides library managers towards a greater understanding of the role and attendant responsibilities of strategic planning Academic public and special librarians alike will benefit from Matthews cogent explanations real life examples and time tested recommendations In the process Matthews addresses such intrinsic questions

as Why is it important that I add strategic thinking to my managerial arsenal How will strategic planning benefit my library and is there more than one way to go about it What is the best way of monitoring and updating our strategic plan for maximum effect In each case he debunks false impressions attends to the goal of providing good service and identifies at least one new way to communicate the library's strategic importance in the lives of its customers Academic public and special librarians alike will benefit from Matthews' cogent explanations real life examples and time tested recommendations

The Strategy Gap Michael Coveney, Dennis Ganster, Brian Hartlen, Dave King, 2003-04-07 With shortened business cycles increased competition and rapidly changing technologies companies need to be more nimble than ever They must narrow the gap between strategy formulation and operation execution to guarantee success The Strategy Gap will provide a framework that senior financial managers can use to ensure that their strategies are implemented successfully and that their corporations remain competitive Filled with informative case studies and best practices for optimum financial processes this valuable resource will help managers leverage information technology to successfully implement corporate strategies This book also shows managers how to eliminate surprises in poorly managed or unforeseen activities while applying new approaches to financial management for faster and more accurate business modeling Expert advice from those who have used these strategies clearly explains how to integrate planning budgeting consolidation and reporting into one cohesive management system

The Strategy-focused Organization Robert S. Kaplan, David P. Norton, 2001 In today's business environment strategy has never been more important Yet research shows that most companies fail to execute strategy successfully Behind this abysmal track record lies an undeniable fact many companies continue to use management processes top down financially driven and tactical that were designed to run yesterday's organizations Now the creators of the revolutionary performance management tool called the Balanced Scorecard introduce a new approach that makes strategy a continuous process owned not just by top management but by everyone In *The Strategy Focused Organization* Robert Kaplan and David Norton share the results of ten years of learning and research into more than 200 companies that have implemented the Balanced Scorecard Drawing from more than twenty in depth case studies including Mobil CIGNA Nova Scotia Power and AT T Canada Kaplan and Norton illustrate how Balanced Scorecard adopters have taken their groundbreaking tool to the next level These organizations have used the scorecard to create an entirely new performance management framework that puts strategy at the center of key management processes and systems Kaplan and Norton articulate the five key principles required for building Strategy Focused Organizations 1 translate the strategy to operational terms 2 align the organization to the strategy 3 make strategy everyone's everyday job 4 make strategy a continual process and 5 mobilize change through strong effective leadership The authors provide a detailed account of how a range of organizations in the private public and nonprofit sectors have deployed these principles to achieve breakthrough sustainable performance improvements Presenting a practical proven framework steeped in rich case study experience *The Strategy*

Focused Organization helps solve a universal management problem not just how to formulate strategy but how to make it work Building on one of the most revolutionary business ideas of our time this important book shows how today s leaders can shape their own companies to meet the challenges and reap the rewards of a new competitive era Robert S Kaplan is the Marvin Bower Professor of Leadership Development at Harvard Business School David P Norton is President of Balanced Scorecard Collaborative Inc

Consumer Psychology of Tourism, Hospitality, and Leisure Arch G. Woodside, Geoffrey I. Crouch, J. R. Brent Ritchie, 2001 This book is based on papers given at the 2nd Symposium on Consumer Psychology of Tourism Hospitality and Leisure CPTHL in Vienna in July 2000 The Symposium comprised papers reflecting the progress in consumer psychology theory and research The Vienna Symposium put special emphasis on consumer decision making for evaluating choice alternatives in tourism leisure and hospitality operations The reports have been arranged into five major compartments

Computerworld, 2000-06-12 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site Computerworld.com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network

HRD for Developing States and Companies Abdul Ghani Pg. Hj. Metusin, Ooi Kee Beng, 2005 Containing articles on human resource development HRD this text links the concerns of states and business The first section of this book contains advice on HRD for government leaders and policymakers and the second considers HRD in the corporate sector

Reinventing Talent Management William A. Schiemann, 2009-08-07 Praise for Reinventing Talent Management Bill Schiemann s book is a comprehensive presentation of the need to better understand measure and increase organizational people equity It clearly transforms concepts that have historically been considered less tangible into actionable imperatives Today more than ever it s essential that leadership maximizes alignment capabilities and engagement within their organizations Paul Schultz President and COO Jack in the Box Inc Reinventing Talent Management has arrived just in time Given the challenging times we face today recruiting and retaining the very best people is now more important than ever Bill has developed a unique innovative framework on how to do this as well as provided a broad array of practical approaches to putting the theory into action Keith Lawrence Director Human Resources Procter Gamble Reinventing Talent Management is an outstanding blend of research and practice It reports compelling research on the value of investing in talent and offers specific recommendations on how to develop people equity through alignment capabilities and engagement The book confirms what good people managers do and offers specific guidelines for those wanting to upgrade their people management skills Dave Ulrich Professor Ross School of Business University of Michigan and Partner The RBL Group Bill makes the case for reinventing talent management and tells us how to do it The book is loaded with good examples and must take actions that lead to a winning talent management strategy Edward E Lawler III founder and Director Center for Effective Organizations Marshall School of Business University of Southern California and author of Talent Making People

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