

# Creating Alignment with Non-financial Performance Measures

## Overview:

The workshop focuses on the development of non-financial performance measures. We want to move through the process to find the origins of poor performance in your firm. Go beyond the Accounting and dig into the causes and the measurements of the processes and outputs associated with these causes. If we can capture what happens leading up to the economic reality then we can get a better visual of performance problems/challenges that are highlighted through poor accounting numbers.

## Topics include:

1. Introducing a simple framework for formulating your firm's strategic competitive advantage
2. Developing a strategy map
3. Designing performance measures to link with strategy
4. Incorporating subjective measures into the performance evaluation process

## Learning outcomes:

1. Communication Management Control and the Balanced Scorecard – Participants will gain a deeper understanding of the value of the balanced scorecard – when it works and when it does not.
2. Strategy / Alignment Framework – Participants will learn an effective technique to gain consensus on the direction the firm needs to take.
3. Systems thinking – There are many connections that you don't see that need to be visible for measures to be effective. Participants will gain a deeper understanding of the value of systems thinking and will draw a basic systems map of a process in their firm.
4. Measurement – We are trying to make visible what we don't normally see. Participants will learn how to choose the right measure to fit a particular process.

## Bio Statement Dr Neale G. O'Connor FCPA

Dr Neale O'Connor is the founder and director of the China Supplier 1000 Project, the largest ever face to face academic interview study of 1000 Chinese Suppliers. He is also a senior consultant of the China Lab at Silk Road Associates (Hong Kong), which provides corporate and strategic consulting advice to SMEs and Multinationals. Neale has developed corporate business cases for a number of large multinational companies including HTC, PQI, Philips, Delphi, and Alphaarma.

Using his rich research and industry experience on the use of performance measurement, management and incentives, Neale has conducted over 25 workshops for the Accounting bodies in Hong Kong and has spoken to many industry associations throughout Asia, including Hong Kong, Shanghai, Singapore and Australia.

Neale is a member of the CIMA Research Board of Directors, and is the corporate social responsibility judge for the HKMA Financial Reporting Awards. More details can be found at Neale's webpage [www.nealeoconnor.com](http://www.nealeoconnor.com).