

MAXIMIZING VALUE FOR CONFERENCE ATTENDEES



NAICS #:
519110, 519130, 519190 541611, 541612,
541613 541614, 541618, 541720 561421,
561422, 561499 561110,
611420, 611430 611699, 611710

EMSDC MBE Cert PT01762
NJ-DBE October 2015
NJ MBE Cert #67001-10
NJ SBE: A0031-30

Cage Code: 705J3
Duns #: 078768502

Making changes based upon data rather than anecdote.

A national association of CEO's and board members was experiencing high satisfaction ratings for their annual conferences but wanted to further optimize their cost/content proposition.

With several years of experience, multiple conferences per year, and a stable conference organizing team, there was no shortage of opinion as to what should stay the same, and what could change. While these views had driven successful continuous improvement, two leadership team members were making strong declarations as to what should change further.

AO was used with 1,400 CEO and board members to understand their views on receiving optimum value from the conferences. The alignment data did not support the two leadership team member's opinions, which they accepted. However, the data showed an unexpected attitude towards events and activities that had always received high marks.

These insights led to changes in conference logistics and events that produced a return on investment within two months in the design of the next

CONSULTANT SERVICES:

Consultative: Creating a pathway in achieving your results with your business members input and employee observations of what is key for the benefit of your clients.

Advisory: Bringing diverse perspectives from unrelated industry operations and processes in seeking new opportunities in efficiencies.

Collaborative: Alignment optimizations delivers on a full spectrum of progressively engaging and impacting methodologies that deliver the results you and your clients expect.

KEYNOTE SPEAKER/WORKSHOPS

TRAINING & FACILITATION

COACHING & MENTORING

STAY CONNECTED



Ronald M. Allen
Managing Director

Managing Change, LLC



Cell: 609-247-2799

Office: 609-556-9816

Fax: 609-283-0217

website: www.RonaldMAllen.com

E-Mail: ronald@managingchange2.com

Aligning Performance Improvement w/Corporate Strategy