

DAVID PARMENTER is an international presenter who is known for his entertaining and thought-provoking sessions, which have led to substantial change in many organizations. He is a leading expert in the development of winning KPIs,

replacing the annual planning process with quarterly rolling planning and management practices that will get you to the top. David has delivered workshops to thousands of attendees in many cities around the world, including Sydney, Melbourne, Hong Kong, Kuala Lumpur, Singapore, Tehran, Jeddah, Muscat, Johannesburg, Prague, Rome, Dublin, London, Manchester, Edinburgh, and Toronto. He has worked for Ernst & Young. BP Oil Ltd, and Arthur Andersen, and is a Fellow of the Institute of Chartered Accountants in England and Wales. David is a regular writer for professional and business journals. He is also the author of Winning CFOs: Implementing and Applying Better Practices and The Leading-Edge Manager's Guide to Success (both from Wiley). David can be contacted via parmenter@waymark.co.nz or +64 4 499 0007. His website, davidparmenter. com, contains many white papers, articles, and freeware that will be useful to readers.

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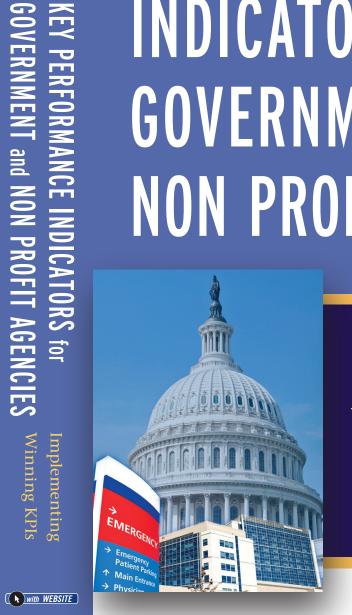
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Implementing Winning KPIs

performance measurement is failing organizations worldwide, whether they are multinationals, government departments, or non profit agencies. The KPIs that have been adopted were dreamed up one day without any linkage to the critical success factors of the organizations. The lack of understanding of performance measures has led most monitoring and reporting of measures to fail, including balanced scorecard initiatives.

A companion to Parmenter's earlier book, Key Performance Indicators: Developing, Implementing, and Using Winning KPIs, Second Edition, this book represents a significant shift in the way KPIs are developed and used. It is designed to help managers who are about to embark on a KPI project, with features to assist you with implementation, including:

- Discussion of the myths of performance measurement
- Understanding the dark side of measures
- Revitalizing performance management, including reference to the work of the paradigm shifters (Drucker, Collins, Welch, Hamel, Peters & Waterman)
- A 12-step "winning KPI" methodology
- A kit to help you find your organization's critical success factors
- Government and non profit agency examples and case studies
- Suggestions on how to help sell the process
- Templates for reporting performance measures
- A companion website with free and for fee electronic media to save you time

(continued on back flap)