

April 9, 2015

## Performance Measurement

### Organizer

Ralph Peluso, Sundial Strategies, LLC

### Presenter

Mary Good, Chief HR Officer and Certified Career Coach

### Presentation Overview

In this interactive program, the presenter will discuss the practicalities and the reasons employee performance measurement is important. She will discuss measurement techniques, critical metrics and methods of measurement, timing issues and legal implications.

Topics include using measurement for:

1. Motivation
2. Employment Brand Enhancement
3. Maintaining Culture
4. Training
5. Retention
6. High Performer Identification

### Key Takeaways

1. Understand different measurement techniques you should use to implement a robust performance measurement program.
2. Understand key metrics to use and how to implement with your current reporting systems.
3. Understand implications of measurement techniques on key employees and how to link measurement to compensation.

Date | Time | Location

THURSDAY  
April 9, 2015

7:30 AM to 8 AM  
Networking and  
Continental Breakfast

8 AM to 9 AM  
CXO Forum  
Presentation

9 AM to 9:15 AM  
Burning Issues: Discuss  
your specific challenges  
with colleagues and  
fellow CXO Forum  
members

Location  
Cherry Bekaert  
1934 Old Gallows Road  
4th Floor  
Vienna, VA 22182  
703.506.4440

For directions, visit  
[www.cxoforum.com](http://www.cxoforum.com)

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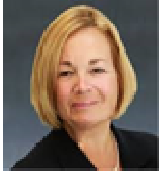
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Volunteer For A Committee

April 9, 2015



**About Our Presenter**

Mary Good recently completed her Executive Coaching Certification through the post-graduate College of Executive Coaching in Santa Barbara CA. While searching for her next HR leadership role, she is coaching individual leaders and leadership teams to become more effective. Additionally she works with early stage company CEOs on their business strategies and in their efforts to recruit board members and investors to position them for growth. Mary serves on the board of several pre-IPO technology companies including LiveIt and IQ Exchange. She was recently elected to the Board of Penn State’s Research Foundation, an academic institution dedicated to commercializing patentable technology and improving entrepreneurship and economic opportunity within the State of Pennsylvania.

Mary’s broad global experience as Chief Human Resources Officer at four founder-driven public companies (pre-IPO stage to 4B Revenue) has shaped her philosophy that human capital and talent are core to the growth and success of any business. Mary has more than fifteen years of dynamic international leadership in the C-suite, including two stints as Chief HR Officer in companies that were selected for Fortune Magazine’s 100 Best Companies to Work For list. Mary’s emphasis has been on managing fast paced growth and guiding leaders through significant transformation and business repositioning in the technology, professional services, software products and education sectors. Serving as a trusted advisor to CEOs and Executive Teams, she has helped companies grow and adapt to change while focusing on the importance of maintaining core values and company culture. Mary was named one of the top 150 HR Executives in the US in Exec Rank 2013, a finalist for the HR Leadership Award of Greater Washington, and a prestigious Alumni Fellow in 2006 by The Pennsylvania State University. Mary has an Inactive Top Secret DOD security clearance. Mary’s recent work has been primarily with CEOs, C-suite executives and board members focused on governance and strategic management at companies including CACI, SRA International, American Management Systems, CIGNA and Blackboard, Inc.

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