



FAME[®] Program

Maximising Intangible Investments

Don't miss this valuable 3 Phase Workshop Series

FAME[®] Program Overview:

Typical financial models are not very helpful when trying to justify non-financial or intangible business investments. Most of the literature to do with the application of Return on Investment (ROI) on training for instance claims that intangible benefits are very difficult to quantify using ROI analysis.

FAME[®] Program Overview



FAME[®] Program

- **Phase One Program**
 - Workshop 1 – introduces participants to the FAME[®] principles for justifying intangible investments
 - Workshop 2 – shows how to develop business driver models from which key intangible indicators are identified for measuring performance
- **Phase Two Program**
 - Workshop 3 – an advanced workshop for developing corporate driver models and measuring intangible asset effects on business performance
- **Phase Three Program**
 - Workshop 4 – introduces participants to tools and techniques for building intangible asset simulation and forecasting models
 - Workshop 5 – an advanced FAME[®] workshop for designing and implementing active adaptive organisations that deliver superior performance

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Maximising Intangible Investments

16

With ever increasing pressures on organisations to reduce costs it is imperative that all managers are able to demonstrate that their investments improve business performance. However, it is not uncommon to read in the business literature that management in general is not making headway in their efforts to justify intangible investments. And this is of particular concern when you consider that managing and measuring intangible assets is so important in today's knowledge economy.

Take for instance, the Human Resource (HR) profession; many CEOs rate Learning & Development as a critical organisational function, but at the same time want to know what value the business is getting from training programs. In effect CEOs are saying to

L&D Management, "We know how many people attended your training programs, and now tell us how you've improved performance."

To justify intangible investments the business case needs to be framed in such a way that it makes quantifiable connections to business performance. And it must be more compelling than that offered by the advocates of short-term cost reduction as a means of hitting financial performance targets.

Extending over a series of five workshops specifically designed to provide an appropriate developmental roadmap for each attendee, the 3 phases of the FAME® Program aim to transition an individual from a position of simply being aware of current issues in their business environment and attempting to address them independently, to a position where they become a trusted advisor on making the quantifiable connection between intangible investments and business performance. (Refer to the above table for an overview of the 3 Phases of FAME®)

FAME® is one of AMERIN's premium approach to performance management. It reframes the intangible investment debate improvement initiatives that often involve performance.

'Management of intangibles is one of the top 3 concerns facing Senior Executives today in the US.'*

programs providing you with an alternative will give you the tools and techniques to by taking into account the people-related longer-term intangible drivers of business

FAME® 3 Phase Program

*Source: AssetEconomics Inc.

FAME® Phase One – Introducing Principles and Experience Basic Tools & Techniques

Workshop 1- Introduction to FAME®:

This 1-day workshop introduces participants to the FAME® (Framing, Aligning, Modelling & Enabling) principles for justifying intangible investments.

The workshop highlights that Business Leaders cannot use popular financial models (e.g. ROI) alone to justify their intangible investments. FAME® offers participants a proven alternative approach and in doing so moves them along the path of becoming a competent intangible investment influencer.

The workshop also highlights the importance of measuring intangibles (or non-financials) since the collapse of companies like Enron. The trend to disclose quantifiable intangible drivers of performance is becoming a key governance issue for Boards, particularly as public companies are now required legally to report on the non-financial components of executive remuneration. (See the US Sarbanes-Oxley and Australian CLERP 9 Acts for details.)

Workshop 2 - Developing Business Driver Models – Intermediate level:

This 1-day workshop uses the simple driver models developed in Workshop 1 to establish more comprehensive business models (or Operating Models) from which key intangible indicators for measuring performance are identified. Participants are introduced to the process for measuring intangibles, which is further developed in Workshop 3.

After completing Workshop 2 participants are well on the way to developing a comprehensive business driver model for their business unit. These models show the connection between intangible investments and business performance. They also highlight key indicators and the different cycle times before various intangible investments take effect. Using these models participants can inform the advocates of short-term cost reduction about issues that will surface by ignoring the longer-term effects of intangibles.

FAME® Phase Two – Advanced Modelling Techniques

Workshop 3 - Developing Business Driver Models – Advanced level:

This Workshop is a non-consecutive 3-day day program. It involves further development of the driver models established in Workshop 2 to produce measures of key intangible investments of business performance. For example, the workshop will highlight how comprehensive driver models can be developed to show what improvements in business performance can be expected from an organisation-wide relationship management development program.

By completing Workshop 3 participants can use their knowledge and skills on advanced modelling techniques for developing organisation-wide driver models used for measuring the effects of intangible investments, to influence change within their organisations to improve business performance.

FAME® Phase Three – Forecasting intangible investments & Advanced FAME® Tools & Techniques

Workshop 4 - Forecasting & Simulation.

Forecasting effects of intangible investments on business performance. (See AMERIN for further details)

Workshop 5 - Advanced Alignment and Enabling Workshop

For establishing active adaptive organisations that deliver superior performance. (See AMERIN for further details)

Gaining experience in the use of Workshop 4 & 5 tools and techniques moves participants towards becoming a trusted advisor on quantifiable performance improvement from intangible investments

Limited Seats Are Available Now to Attend FAME[®] Workshop 1

Program Description

Detail	Description	Activity
Workshop Format	Full day involving introduction to FAME[®] concepts and practice. Participants will receive a FAME[®] Workbook that enables them to capture notes and complete workshop exercises. This will provide valuable reference material for completing the Workshop Action Items and for future discussion on the FAME[®] principles.	Registration commences @ 8.30am / Finishing & Close @ 5.30pm
Topics Covered	<ol style="list-style-type: none"> Performance measurement frames, financial driver models, financial measures, the changing financial regulatory environment, Systems thinking, 'world views', learning structures, epistemology, Action Research, organisational design principles Non-financial/intangible driver models, intangible measures, reframing performance measurement 	Highly interactive exercise for optimum learning
Exercise	Develop a driver model frame for a division/organisation	Group Break Out Activity
Action Items	Commence the foundational work for building a full Business Driver Model	See Workshop Expectations Section below for details
Entry Prerequisites	No minimum requirements, however, your role should involve having to justify intangible investments	

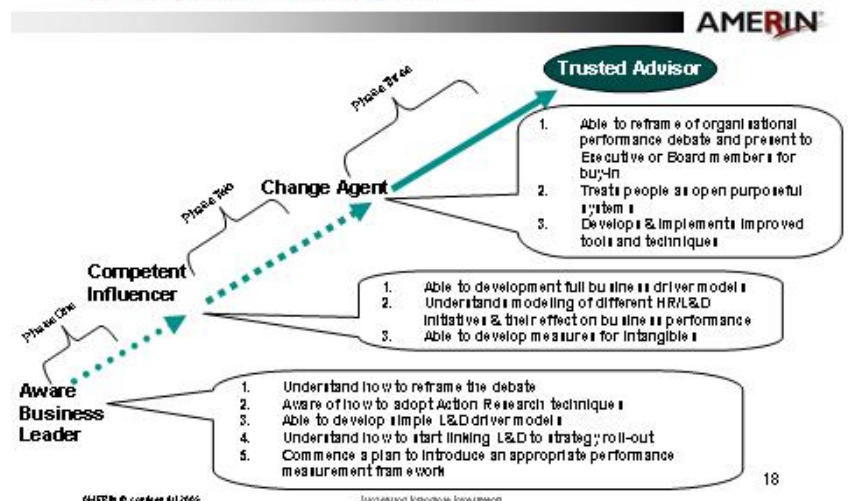
Workshop Expected Outcomes

The adjacent diagram illustrates the individual development roadmap associated with FAME[®]. It takes each participant from being an Aware Business Leader to a Trusted Advisor on how to quantify the connection between intangible investments and improved business performance.

As an output of attending this FAME[®] Workshop 1 each participant will be introduced to the foundational work for building a full Business Driver Model for maximising and measuring intangible investments. The foundation elements covered are:

- Understand the shortfalls of financial models when justifying intangible investments
- Understand how people use frames to make sense of data and facts for decision making
- Develop an alternative driver model for justifying intangible investments
- Understand how to use these models to influence organisational change

Three Key Phases of Individual Development of the FAME[®] Practitioner



Facilitators



John Barton is an AMERIN associate specialising in System Dynamics, which involves exploring the dynamics of strategy and the role of intangible assets and knowledge management capabilities as business performance drivers. He is the Associate Director of the Australian Systems Thinking and Organizational Learning Group at Monash University.

Peter Aughton is an Open Systems Theory practitioner. He formed AMERIN in 1993 to provide solutions and advice on how to create value from intangible assets and human capital.



Booking Details

4 Easy Ways to Register

Phone: 03 9854 6244
FAX: 03 9854 6399
Email: melboffice@amerin.com.au
Mail: Level 1, 89 High Street,
Kew, VIC 3101

Dates: See Coming Events Below

Time: 9:00am to 17:30pm, Registration commences at 8.30

Venue: AMERIN training room – Venue details to be forwarded upon registration

Fee: \$595.00 (inc GST) per participant, which includes a workbook, lunch and refreshments. (**Early Bird discount** \$550.00 (inc GST) – To qualify for this discount both the

completed registration form along with full payment must be received no later than 3 (three) weeks prior to the event date.)

To Register: To secure your place, please complete the details below and return to AMERIN with a cheque payable to Amerin Pty Ltd no later than 2 (two) weeks before the event date. Payment must be received prior to attending this event otherwise this registration will be considered not valid. To pay by VISA, Bankcard or MasterCard please contact AMERIN

Maximising Intangible Investments FAME® Workshop 1

NAME:.....

TITLE:.....

ORG'N:.....

ADDRESS:.....

CONTACT: Telephone:..... Mobile:.....

Email:.....

Please detach and return with full payment to:

AMERIN Pty Ltd,
Level 1, 89 High Street, Kew, VIC 3101
Tel: 03 9854 6244 Fax: 03 9854 6399
Any enquiries should be directed to melboffice@amerin.com.au

Coming AMERIN Events in July & September:

FAME© Workshop 1 - Dates and locations (note venue details will be forwarded upon receipt of registration):

12 July 2006 – Melbourne
16 August 2006 – Sydney
13 September 2006 – Adelaide

27 July 2006 – Melbourne
30 August 2006 - Brisbane
27 September 2006 – Melbourne

NB: Dates and locations may be subject to change and in this event attendees will be notified via email/phone to discuss alternative workshop options.

AMERIN Cancellation Policy:

AMERIN does not provide cancellation refunds. For cancellations received five (5) days prior to a workshop you will receive a 100% credit for use towards another workshop.

AMERIN Privacy Policy:

Any information provided by you in registering for this workshop will be held by AMERIN in strictest confidence. By supplying your contact details you are agreeing to AMERIN contacting you via these details about other AMERIN products and services.

Other AMERIN Services:

- Simulation and forecasting service to identify the connection between intangible investments and results
- In-house projects to deliver customised performance improvement solutions from an organisation's intangible assets
- Targeted research projects to develop new systemic management tools to maximise returns from intangible investments
- Provision of key intangible reports over time to show their impact on business performance

For more information on the complete AMERIN consulting portfolio contact our office on:

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