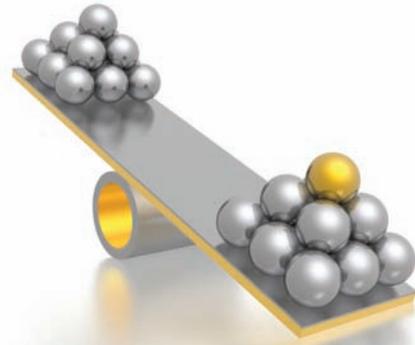




Synthesis Professional Services, Inc.



Measures that Matter

First Steps for Performance Improvement

When the NOAA Fisheries' Office of Law Enforcement needed to tell Congress what 27 Joint Enforcement Agreement partners were doing to enforce Federal marine conservation laws

— they turned to Synthesis to help them develop useful performance measures and design an online system to gather the information they need.

When the HHS Family and Youth Services Bureau needed to know that 325 grantees were effectively helping young people who have run away or been forced to leave their homes

— they turned to Synthesis for a way to measure how these grantees were performing.

When the HRSA Healthy Communities Access Program wanted to know what 212 grantee consortiums were doing to help more under-insured people get access to better health care

— they turned to Synthesis to create an online tool to track performance and report exactly what these grantees were doing.

Each of these programs has unique goals, objectives, stakeholders, and reporting requirements. But they all share a common question:

How do we get the performance information we need to know how we're doing, to find more efficient ways to achieve our goals, and to demonstrate to Congress that they should continue our funding?

Underlying all of these questions is the most important question of all—*What information do we need to determine whether or not we're successful?*

Synthesis clients are confident that their performance management initiatives:

- Are based on sound methods,
- Capture the right data for specific program needs, and
- Generate meaningful information with clear implications for creating high performing programs.

Synthesis

Synthesis consultants combine the discrete data elements that inform your program into a systematic way of looking at performance that resonates with each of your stakeholder audiences — be they grantees, members of Congress, high-level administrators, health and safety professionals, or the general public.

We understand the federal environment because we have worked in it for years — both as federal executives and as consultant partners. So we can anticipate the constraints, information bottlenecks, and conflicting objectives that often arise. And we can capitalize on the abundant knowledge resource available among our federal clients.

We begin with a thorough overview of your program mission, goals, and objectives; the legislation that drives it; and the information you collect now. We look at how you measure program performance and make recommendations that you can use immediately to:

- Meet specific legislative objectives
- Identify opportunities for program improvement
- Make better-informed decisions
- Increase accountability
- Improve program performance

We call this initial assessment a **Performance Checkup**.

Why Synthesis?

Synthesis' consultants have developed and implemented performance management initiatives for many government agencies including.

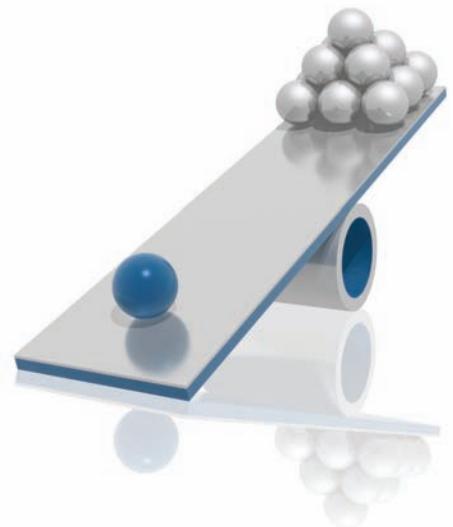
- The Administration on Children, Youth, and Families
- The Centers for Disease Control and Prevention
- The Defense Logistics Agency
- The Health and Human Services Office of the Inspector General
- The Health Resources and Services Administration
- The National Fire Academy
- The National Oceanic and Atmospheric Administration

Our team includes former government executives, project managers, and seasoned consultants with expertise in:

- Executive Leadership
- Program Management
- Strategic Planning
- Process Reengineering
- Bench Marking
- Performance Management Systems
- Financial Management
- Program Evaluation
- Statistics
- Survey Research
- Web-Based Applications

Synthesis \Syn"the*sis\, n,

The combination of separate elements of thought into a whole, as of simple into complex conceptions, species into genera, individual propositions into systems; — the opposite of analysis.



Getting Started With a Performance Checkup

Synthesis fuses strategic planning, process evaluation, program monitoring, statistical analysis, web-based reporting, and other key aspects of proven performance management models into our **Performance Checkup** approach.

The following six steps are taken over an 8-week period in concert with program staff to allow adequate time for program review, discussion, and feedback.

Step 1. Mission Assimilation

Develop a quick but thorough understanding of your program's mission, products, and services by reviewing program foundation documents and recent policy, budget, and procedural decisions followed by interviews with key program officials.

Step 2. Goals and Objectives Concordance

Conduct focus groups to find out how your organization's goals and objectives are understood and implemented by senior policy officials, program managers, field level operational staff, and customers.

Step 3. Performance Measurement

Assess your current performance management systems, including your existing performance measures, reports, and data collection tools to identify gaps between what stakeholders believe should be measured and what is actually being measured.

Step 4. Decision Making

Examine how your program staff use existing information to monitor productivity, take corrective action, inform budget decisions, justify budget requests, and keep employees, customers, and stakeholders abreast of critical program issues.

Step 5. Process Map

Develop a process map—a schematic diagram of service production that illustrates how your program provides services; who's responsible for each service delivery step; interdependencies among your service offerings, customers, stakeholders, agencies and other key program elements; and typical timelines associated with each of these program elements.

Step 6. Recommendations

Synthesize the information we've gathered into a clear performance management plan with recommendations for short- and long-term performance activities—including immediate, easy to implement performance measures, data collection methods, and reporting formats, as well as suggestions for longer term investments in performance management.

The results of your **Performance Checkup** are documented in a 5–10 page performance management plan. Once you've had a chance to review your plan, we schedule a meeting to discuss our recommendations, answer your questions, and outline steps for implementing your plan. The cost to conduct your **Performance Checkup** varies depending on the size and scope of your program, with most Checkups running just under \$25,000. The benefit of moving forward with confidence as you manage your program's performance will far exceed this cost.



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