

## Driving Excellence

*Destination Management for Executives*

Video Conference for executives seeking to generate breakthrough results for their organization.

With TransProExec interactive video conference series:

- Learn and practice the core elements of Destination Management step-by-step – from vision mapping to strategic planning to developing a performance measurement system.
- Gain insights from CEO Mark Aesch as well as perspectives from his guest instructors – all renowned CEOs and industry leaders.
- Discover the tools and techniques that will change the culture of your organization and lead to new levels of performance.

**Sessions begin January, 2013.  
Register at [TransProExec.com](http://TransProExec.com)**

# 12

## DRIVING EXCELLENCE MODULES

1. **Define Success at the Start**  
*What Does the End Zone Look Like*
2. **What Can We Stop Doing Now**  
*Distraction Management*
3. **Identify Success Each Year**  
*Quantifiable Planning*
4. **Performance Measurements**  
*One Number Is A Stock Price*
5. **Budget Is Not A Plan**
6. **Instinct vs. Information**  
*Tough Decisions vs. Sad Decisions*
7. **Consume Your Day**  
*Daily, Weekly, Monthly*
8. **Employee Ownership**  
*Accountability, Incentives, Clarity*
9. **Language Changes Culture**
10. **Allow Judgement Over Policies**
11. **Score on Offense**  
*Communications Planning*
12. **Courage in Decision Making**  
*Succeeder vs. Survivor*



**Discover 12 Core Principles of Driving Excellence from Mark Aesch, the CEO who, using the techniques you will learn, turned a government agency's multi-million deficit into a multi-million dollar surplus.**

**M**ark Aesch is the founder of TransPro, a management consulting company created to support organizations in the development of strategic plans, performance measurement systems, incentive compensation programs and efficiency analysis.

He has guided the TransPro team through work projects with multiple municipalities, public transportation systems and other public entities, generating more than \$100 million in annualized savings.

Mark's best selling book *Driving Excellence* has been published in nine countries and was ranked #1 on Amazon for new business releases.



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