



Landets viktigste konferanse om virksomhetsstyring

SORIA MORIA 2010

15. september 2010 • Stavanger





Tor Inge Vasshus
Konferansesjef



For syvende gang har vi gleden av å invitere til Soria Moria konferansen.

Tidligere har konferansen blitt arrangert i Stavanger, Kristiansand og Oslo. I år er vi tilbake i Stavanger.

Konferansen arrangeres i regi av Senter for virksomhetsstyring, et interessenettverk som skal fremme god virksomhetsstyring i Norge. På vegne av nettverket vil jeg ønske velkommen til Stavanger.

I år vil vi fokusere på virksomhetsstyring i en verden som stadig er i endring.

- Hva betyr eksterne endringer for vår virksomhet?
- Hvordan skal vi respondere på endringene?
- Hvilke dynamiske (hendelsesinitierte) styringsprosesser skal vi implementere?
- Hvordan skal vi produksjonssette gode styringsprosesser?

Vi er stolte av å kunne presentere noen av de beste foredragsholderne innen virksomhetsstyring, både nasjonalt og internasjonalt. Vi får besøk av et av de beste fagmiljøer i verden (Beyond Bugdgeting) som vil snakke om dynamisk styring og det å gjøre virksomheten "Future ready".

I tillegg til hovedforedragene vil det være parallellsesjoner som fokuserer på hvordan forskjellige selskaper gjennomfører virksomhetsstyring i sine organisasjoner.

Fagmiljøet for virksomhetsstyring samles i Stavanger i september – spørsmålet er "Kommer du?"

Velkommen til Stavanger!

Hilsen

Tor Inge Vasshus
Konferansesjef

**Senter for
Virksomhetsstyring**



Noen av foredragsholderne



Paul R. Niven

Paul Niven is a noted speaker and writer on the subjects of Strategy, the Balanced Scorecard, and Performance Management. He has delivered keynote addresses at conference events around the world and has published in a number of noted journals.

In his new book, and first management fable, *Roadmaps and Revelations: Finding the Road to Business Success on Route 101*, Paul uses an entertaining storyline to walk you through the daunting process of creating a successful strategy. The model challenges organizations to answer four questions that are fundamental to a development of a differentiating and winning strategy. Sprinkled with practical examples and workable solutions for business executives, managers, and consultants, this motivating fable will put you on track towards creating a strategy for sustainable success.



Jeremy Hope

Jeremy Hope is the author of a number of articles and books on performance management and associated leadership issues. His article on *Beyond Budgeting* with colleague Robin Fraser won the prestigious IFAC award for best management accounting article of 1998. He has co-authored (with Robin Fraser) of an article titled "Who Needs Budgets" in the Harvard Business Review, February 2003. He is a renowned author of management books, *Beyond Budgeting* (2003) (co-authored with Robin Fraser), *Re-inventing the CFO* (2006), *Transforming the Bottom Line* (1995) and *Competing in the Third Wave* (1997), both co-authored with his brother Tony Hope. His books have been translated into many languages and have won coveted awards in USA. He has given many keynote speeches at major conferences on performance management topics. He began his career as a Chartered Accountant and has since had experience in venture capital and business management. Since 1998 his work has been focused on *Beyond Budgeting* and he is currently the Research Director of the Beyond Budgeting Round Table (BBRT), an organization dedicated to helping firms improve their performance management processes.



Steve Morlidge

Steve Morlidge has 30 years of practical experience, designing and running performance management systems in Unilever, including 3 years as the lead of a global change project. He is a former Chairman of the European Beyond Budgeting Round Table and now works as an academic and as an independent consultant for a range of major companies. He is regularly engaged as a public speaker, drawing on his years of experience at the leading edge of performance management thought and practice. He has recently published a book: *Future Ready: How to Master Business Forecasting* (John Wiley and Sons).



Bjarte Bogsnes

Bjarte er en fremragende foredragsholder med et faglig engasjement du kan glede deg til å oppleve. Bogsnes leder innføringen av Beyond Budgeting i Statoil og er kanskje den i Norge med størst erfaring med praktisk virksomhetsstyring uten budsjetter. Han hadde ansvaret for et liknende prosjekt i Borealiskonsernet, og er formann i Beyond Budgeting Round Table Europe. Bogsnes har nylig utgitt boken *Implementing Beyond Budgeting* med forord av Robert S. Kaplan fra Harvard.

Soria Moria Konferansen

Onsdag 15. september 2010 • Stavanger Forum

08.30	Registrering
09.00	Åpning av konferansen Bjerg Tysdal Moe - Varaordfører i Stavanger kommune
09.15	Managing Strategy & Risk in Dynamic times Paul Niven - Leading Author and President of Senalosa Group <p>In both good times and bad, risk management will always be an important aspect of strategy execution. In this presentation you will learn how you can make the concept of risk management a central part of your strategy execution discipline. You will also see how you can link risk to your strategy, discover how to create key risk indicators, and learn how to mitigate risks to an acceptable level.</p>
10.00	Kaffe
10.20	Is your business "Future Ready"? Steve Morlidge - Director, Satori Partners Ltd <p>In most organisations, the process of business forecasting is not well developed. Given the turbulence they are faced with, it is of little surprise that this issue tops the list of major concerns for CFO's across the globe. This talk is a brief introduction to the ideas in Steve's book, which provides managers with simple strategies to help them improve forecasting. The key message is that, while no mortal can predict the future, you can take the steps to be ready for it. 'Good enough' forecasts, wise preparation and the capability to take timely action, can help any organisation create its own future.</p>
11.10	Reinventing the CFO - How Financial Managers Can Transform Their Roles and Add Greater Value Jeremy Hope - Director of the Beyond Budgeting Round Table (BBRT) <p>Answering major questions concerning improvement and change will transform your finance team into value integrators and business partners. IT is of course a key enabler. Jeremy Hope has been studying best practices of finance for 20 years. In his latest book <i>Reinventing the CFO</i> he provides answers to these questions based on how leading organizations have transformed their financial operations. He will share this research with us today.</p>
12.00	Lunsj

	Stream 1 Ledelse/ virksomhetsstyring	Stream 2 Kundecaser	Stream 3 Kundecaser
13.00	Principles of Beyond Budgeting Jeremy Hope - Director of the Beyond Budgeting Round Table (BBRT) <p>In the book <i>The Future of Management</i>, Gary Hamel postulated that the way organizations are managed is the only area left for leaders to truly distinguish their organizations from the competition. The Beyond Budgeting movement has been building the new management model for over ten years and cofounder Jeremy Hope will share this research with you. He will also talk about a number of organizations that are on the Beyond Budgeting journey. The aim is to build an adaptive, lean and ethical organization.</p>	Beyond Budgeting in Action at Unilever Steve Morlidge - Director, Satori Partners Ltd <p>The traditional budgeting process is increasingly coming into disrepute. Steve Morlidge will discuss his experience of running a Beyond Budgeting change project in a major multinational company, and illustrate how an operating unit successfully made the transformation – with spectacular results.</p>	Strategiimplementering og risikostyring i Statens pensjonskasse Christian Fredrik B. Mathisen - Finans Controller/rådgiver Virksomhetsstyringsområdet - Statens pensjonskasse <p>Med nærmere én million personkunder fordelt på 1 600 bedriftskunder, er Statens pensjonskasse Norges største pensjonsordning. Statens Pensjonskasse forvalter opptjente rettigheter til en verdi av 330 milliarder kroner. Hør hvordan Statens Pensjonskasse implementerer et helhetlig styringssystem hvor risikovurderinger er en integrert del av styringen.</p>

13.50	<p>Roadmap Strategy: A simple method to develop a powerful strategy</p> <p>Paul Niven - Leading Author and President of Senalosa Group</p> <p>Very few organizations have developed a simple strategy statement that they can use to choose from competing alternatives, to make informed decisions, and most importantly to align their people around a common set of priorities. The Roadmap Strategy is a process focuses on four fundamental questions necessary to develop a winning strategy, which is easy to understand and communicate, allows you to set your own course to success.</p>	<p>”Vi kaster kalenderen” og innfører hendelsesdrevet virksomhetsstyring</p> <p>Bjarte Boggsnes - VP, Performance Management Development, Statoil</p> <ul style="list-style-type: none"> • Dynamiske mål og prognoser • Dynamisk ressursallokering - kostnadsstyring uten budsjetter • Holistisk prestasjonsevaluering • Samarbeidet med HR • Implementeringsråd 	<p>Helhetlig virksomhetsstyring i Entra Eiendom</p> <p>Anders Hernæs - CFO Entra Eiendom</p> <p>Entra Eiendom ble etablert i 2000 og forvalter en eiendomsportefølje på 1.150.000 kvadratmeter. Selskapets samlede eiendeler beløper seg til 21 mrd kroner. Entra utvikler lokaler som bidrar til økt effektivitet og rasjonelle løsninger for kunder og øvrige omgivelser.</p> <p>Hør hvordan selskapet implementerer en total styringsmodell basert på balansert målstyring, virksomhetsplanlegging, budsjettering/prognoser og styrer virksomheten sin i et meget konkurranseutsatt marked.</p>
14.40	Kaffe		
15.00	<p>Managing alliances with the Balanced Scorecard</p> <p>Paul Niven - Leading Author and President of Senalosa Group</p> <p>50% of corporate alliances fail. Why is it so, and what can you do to prevent it?</p> <p>This presentation will focus on how you can use new ways of managing alliances with higher degree of success than the traditional “Service level agreement” alliances.</p>	<p>Performance Management in San Antonio Internacional</p> <p>Gian Filli - Chief People & Management Officer and Chief Information Officer San Antonio Internacional</p> <p>San Antonio Internacional has the largest land-based fleet in the Latin American market and consists of 75 drilling rigs, 150 workover rigs, 43 pulling rigs, 2 barges and 5 workover offshore. In addition to rigs, San Antonio provides customers with a broad range of Exploration and Production Services.</p> <p>Gian will present San Antonio ´s performance management model which spans across 8 countries in Latin America, including all functional areas and several hierarchical levels.</p>	<p>Målstyring, involvering og eierskap i Danske kommuner</p> <p>Heine Kaasgaard Bang, Morten Tamstorf - direktører i Conmoto A/S</p> <p>Heine Kaasgaard Bang og Morten Tamstorf har lang erfaring innen virksomhetsstyring fra offentlig og privat virksomhet.</p> <p>Den offentlige sektor i Danmark står overfor økte krav om effektivitet, service og brukerfokus. Klare strategier, tydelig ledelse, balansert målstyring og involvering av medarbeiderne er avgjørende for å lykkes med endringen av den offentlige sektor til effektive serviceorganisasjoner.</p> <p>Med utgangspunkt i case fra København kommune forteller Conmoto om hvordan resultatkontrakter, strategikort og performancemålinger kan understøtte prosessen.</p>
16.00	Avslutning		

Returadresse:

Senter for
Virksomhetsstyring
Postboks 8034
4068 Stavanger



Som en del av programmet har vi gleden av å invitere til en flott guidet båttur i Rogalands fjorder, før vi ender opp på Byrkjedalstunet for en smakfull og hyggelig konferansemiddag i fantastiske omgivelser.

Konferansemiddagen arrangeres fra kl. 17:00 den 14. september.

**Påmelding:**

Meld deg på Soria Moria konferansen i dag til Birgit Hestnes Kofoed:
birgit@virksomhetsstyring.no eller telefon 41 53 40 56

Velg alternativ ved påmelding:

1. Konferansemiddag 14.09	NOK	700,-
2. Soria Moria 2010 15.09	NOK	5.500,-

Frist for påmelding: 15. august 2010

Hotellkapasiteten i Stavanger er til tider utilstrekkelig. Vi anbefaler derfor at du bestiller hotell snarest mulig. Vi har reservert rom på følgende hotell:



- **Stavanger Forum Hotell**, Booking referanse: 7067642
Tlf: +47 51 93 00 00 innen 16. august
- **Skagen Brygge Hotell**, Booking referanse: 357401
Tlf: +47 51 85 00 00 innen 20. august
- **Myhregaarden Hotell**, Booking referanse: Corporater
Tlf: +47 51 86 80 00 innen 20. august

Ta kontakt med hotellet og oppgi referansekoden.

Overnatting betales på hotellet ved avreise av den enkelte deltager.

Påmeldingen er bindende.

Har du spørsmål i forbindelse med konferansen ring Birgit Hestnes Kofoed på telefon 41 53 40 56

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