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## Budgeting for Outcomes

GETTING THE RESULTS YOU NEED IN  
AN AGE OF PERMANENT FISCAL CRISIS

**NEW!**

Satellite Teleconference  
January 25, 2006



Government Finance Officers Association

January 25, 2006



# NEW!

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### Budgeting for Outcomes Schedule

- 1pm – 5pm Eastern Standard Time
- 12noon – 4pm Central Standard Time
- 11am – 3pm Mountain Standard Time
- 10am – 2pm Pacific Standard Time
- 9am – 1pm Alaska Time

### Topics Covered

In government, as in most realms of life, we find it safer and easier to do what we have always done, simply because we have always done it. Only on rare occasions do we step back to gain a broader perspective, erase all our pre-conceived ideas and routine behaviors, and take a fresh look at how to make the most of our limited time and resources.

This satellite teleconference will help public leaders do just that each and every budget year. Specifically the training will focus on the following six steps.

- 1. SET THE PRICE OF GOVERNMENT:** Decide up front how much citizens are willing to spend. Get political agreement on a revenue forecast and any tax or fee increases.
- 2. SET THE PRIORITIES OF GOVERNMENT:** Define the outcomes that matter most to citizens, along with indicators to measure progress. By outcomes we mean results such as improved education levels, better health, and lower crime rates.
- 3. SET THE PRICE OF EACH PRIORITY:** Take 10 percent off the top for overhead and divide the rest of the revenue among the priority outcomes.
- 4. DEVELOP A PURCHASING PLAN FOR EACH PRIORITY:** Create “results teams” (steering organizations) to act as purchasing agents for the citizens. Ask each one to decide which strategies have the most impact on their desired outcomes.
- 5. SOLICIT OFFERS TO DELIVER THE DESIRED RESULTS:** Have the results teams issue “requests for results” to all comers, public and private.
- 6. NEGOTIATE PERFORMANCE AGREEMENTS WITH THE CHOSEN PROVIDERS:** These should spell out the expected outputs and outcomes, how they will be measured, the consequences for performance, and the flexibilities granted to help the provider maximize performance.

### Presenter



**David Osborne** is a Senior Partner of the Public Strategies Group Inc. and is the author or co-author of five books: *The Price of Government: Getting the Results We Need in an Age of Permanent Fiscal Crisis* (2004); *The Reinventor’s Fieldbook: Tools for Transforming Your Government* (2000), *Banishing Bureaucracy: The Five Strategies For Reinventing Government* (1997), *Reinventing Government* (1992), and *Laboratories of Democracy* (1988). He has also authored numerous articles for the *Washington Post*, the *Atlantic*, the *New York Times Magazine*, *Harpers, Inc.*, *Governing*, and other publications.

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## Downlink Sites\*

Code	Location
AL01	Mobile, AL
AR01	Little Rock, AR
AZ01	Lake Havasu City, AZ
AZ02	Scottsdale, AZ
CA01	Bakersfield, CA
CA02	Camarillo, CA
CA03	Carlsbad, CA
CA04	Eureka, CA
IA01	Des Moines, IA
ID01	Pocatello, ID
IL01	Waukegan, IL
KY01	Lexington, KY
MD01	Westminster, MD
MI01	Pontiac, MI
MI02	Bay City, MI
MI03	Grand Rapids, MI
MN01	Stillwater, MN
MN02	Roseville, MN
NE01	Omaha, NE
NC01	Asheville, NC
NV01	Las Vegas, NV
NV02	Reno, NV
NY01	Albany, NY
OH01	Dublin, OH
OH02	Batavia, OH
OH03	Cincinnati, OH
OR01	Eugene, OR
PA01	West Chester, PA
TN01	Knoxville, TN
TX01	Richmond, TX
TX02	Plano, TX
WA01	Kennewick, WA
WA02	Bellingham, WA
WI01	Madison, WI—Closed Site
WI02	Superior, WI

\* as of August 2005

## Is Your Area Represented?

**HOST A DOWNLINK SITE IN YOUR AREA** and enjoy the convenience of attending this live training without incurring travel expenses. You can provide a unique training opportunity for your staff, plus other governments or businesses in your community that may otherwise have difficulty attending or accessing this program. By hosting a downlink, you will join 3,000 attendees at over 150 sites throughout the United States.

Every organization that submits an application to host a downlink site will be approved whether you have as few as two or as many as 300 attendees. **DO NOT LET THE TECHNICAL DETAILS PREVENT YOU FROM HOSTING A DOWNLINK SITE!** While there is some work involved in hosting a site, the technical aspects are not difficult to manage. You can participate in the teleconference from any site with a satellite dish having C-band or KU-band capabilities. If your organization does not have satellite capability, possible locations include: school districts, colleges and universities, local library, city/county buildings, police/fire departments.

**THERE ARE NO DIRECT COSTS TO HOST A DOWNLINK SITE.** However, if you have to rent a facility and/or equipment or decide to cater food/refreshments for the attendees, these are considered out-of-pocket expenses and will not be reimbursed by GFOA.

To offset any costs there is a revenue sharing program for this event, so your organization can earn a percentage of the site's net revenue based on the total number of attendees, up to 25 percent for 50 or more paid participants.

If Your Site Has:	Your Organization Will Earn:
10 or more paid participants	10% of the net revenue for the site
20 or more paid participants	15% of the net revenue for the site
30 or more paid participants	20% of the net revenue for the site
50 or more paid participants	25% of the net revenue for the site

Attendees are required to register through GFOA. In recognition of your support, your organization will **RECEIVE TWO COMPLIMENTARY REGISTRATIONS**. The process is easy – you provide a location and GFOA will take care of the marketing, registration, handout material, and logistics.

## For More Information

Government Finance  
Officers Association  
203 North LaSalle St.  
Suite 2700  
Chicago, IL 60601-1210  
phone: 312-977-9700  
email: training@gfoa.org

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### Seminar Materials

Seminar materials will be available in advance through a secured site on GFOA's Web site. You will receive directions on how to download materials with your meeting confirmation. Materials MUST be downloaded prior to the broadcast.



GFOA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional

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## Government Finance Officers Association

203 North LaSalle Street, Suite 2700  
Chicago, IL 60601-1210  
phone: 312-977-9700  
fax: 312-977-4806 [www.gfoa.org](http://www.gfoa.org)

Register online at [www.gfoa.org](http://www.gfoa.org), by mail or fax.

Questions? Call 312-977-9700.

Payments by check send to: GFOA, Dept. 77-3076, Chicago, IL 60678-3076

Payments by credit card or purchase order, mail or fax to: GFOA,  
203 N. LaSalle St., Ste. 2700; Chicago, IL 60601-1210; fax: 312-977-4806

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State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

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E-mail \_\_\_\_\_

### Site Code and Location

See [www.gfoa.org](http://www.gfoa.org) for an updated list of sites.

First Choice \_\_\_\_\_  
Code Location

Second Choice \_\_\_\_\_  
Code Location

### Registration Fee

Check one

**Early Registration** Postmarked and paid by 11/4/05

- \$125 Active Member
- \$145 Associate Member/Public-Sector Nonmember
- \$175 Private-Sector Nonmember

**Full Registration** Postmarked and paid after 11/4/05

- \$165 Active Member
- \$185 Associate Member/Public-Sector Nonmember
- \$205 Private-Sector Nonmember

### New! Group Discounts

**Register 3-9** attendees and receive 15% off total cost of registration

**Register 10 or more** attendees and receive 20% off total cost of registration

To qualify for the group discounts, registrations MUST be submitted together. Individual registrations submitted separately or after the original group is submitted will not qualify for the group discounts.

### Payment Information

All fees must be prepaid

PAYMENT BY CHECK.  
Send to: GFOA, Dept. 77-3076, Chicago, IL 60678-3076

P.O. Number. \_\_\_\_\_

PAYMENT BY CREDIT CARD (fax: 312-977-4806)  
GFOA, 203 N. LaSalle St., Ste. 2700; Chicago, IL 60601-1210

American Express  Diner's Club  Discover Card  MasterCard  VISA

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date (mandatory) \_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_