



ONE EIGHTY

A new perspective for your enterprise performance

December, 2011

Thank You

People in the News

- Long time One Eighty readers, Matt Anderson (Boeing), Anne Bayliss (Bank of America), Rhett Bratt (Schwab), Stephan Chase (Marriott), Gene Crozier (Abu Dhabi University), Paige Dawson (MPD Ventures), Betsi DeFrates (John Deere), Lisa Gutgsell (Masterbrand Cabinets), Lisa Higgins (APQC), Bill Hubbell (Microsoft), Leslie Marguart (PMI Group), Larry Micetich (MCFA), Mohan Nair (Regence), Carolyn Nash (Cisco), Todd Scaletta (CMA Canada), Dan Steidle (Coca Cola), Bob Thames (SAS), Ashok Vadgama (CAM-I), Robert Vecchio (Zippo), Alan Vercio (Barclays Bank) and many others.
Thank you.

There were just a handful of people who received the first One Eighty newsletter back in November 2007. With this segment 687 people from all parts of the globe now receive One Eighty, a 2,500% increase in readers.

We have many people to thank for our success, starting with the readers. Thanks for your feedback, comments, thoughts, observations, critiques, and willingness to share.

We have guest authors and experts to thank for sharing their insight and knowledge, while keeping the one topic, one page, and three minute to read requirement. Hemmingway once said "I'd have written you a shorter letter but I didn't have the time". It takes a long time to write something short and to the point.

We have the APQC and CAM-I to thank for their support, ideas, background, and knowledge. Thanks also for publishing many of the One Eighty segments.

We have Google, Wikipedia, LinkedIn, and others who enable research, analysis, and opinion on topics of importance to researching material and content. Many thanks.

Special thanks to those of you interested enough in the publication to send us your new email when you changed jobs or service providers. That meant a lot.

Our primary One Eighty goal for 2012 is to increase readership by continuing to provide relevant, timely, and useful information for the performance management and measurement community.

We will continue to use guest authors and experts to provide a wider view of areas important and relevant to our community and to feature more segments intended to amuse or put a smile on your face.

From a tactical standpoint, our number one goal is to increase our online presence by publishing One Eighty in video format and providing a forum for sharing replies and responses to published segments.

My personal goal is to find a better way to distribute these One Eighties. The current method of sending it to me with a blind copy 10-15 of you at a time doesn't work so well. Lot's of improvement opportunity here!

I also intend to get more involved in the social media. To be honest, I'm a cave man in this area. That will change in 2012 when I begin inviting each One Eighty reader to join me on LinkedIn. This is a great way to share knowledge and expertise, develop new relationships, and learn different perspectives.

We all have much to be thankful for...
John A. Miller