

Keynote Address

Metric Driven Decision Making

In this session, Mark Colborn provides an overview of metric-driven decision-making and demonstrates how to use metrics for planning, marketing, budgeting, and program development. He is passionate, engaging, and instructive about adding, subtracting, analyzing, multiplying and dividing. Self-help will become evident through his model of the four metric stages of development:

Denial
Enlightenment
Overuse
Use it or Lose it

Geometrically speaking, we use these concepts as a base to connect to angles, axioms and axes applicable to our own specific needs. Questions and Answers will follow.

Biography:

For over ten years Mark Colborn served as Vice President for ALLMERICA Financial in Worcester, MA. in a variety of financial, customer service, marketing and strategic management capacities. Through his proven ability to identify, develop and use measurement data, he was instrumental in a number of departmental reorganizations; resulting in improving overall efficiency while maintaining high standards of customer service. As a developer of corporate strategies and tactical planning for a Fortune 500 company, he is also well versed in marketing and economic forecasting.

He has also served and continues to serve and consult on civic and municipal planning initiatives in Massachusetts and in Rhode Island, selected for his well-honed metric considerations. He has served on the Worcester Strategic Planning Board where he worked with diverse city segments to develop a plan to achieve the city's strategic goals. As past president and current board member of the Worcester Regional Research Bureau, he spearheads research and takes positions on fundamental community issues including: new schools, municipal spending proposals and resource revitalization. He is currently facilitating efforts with the city of Newport, Rhode Island and has contributed to growth and development in Providence, Rhode Island, all through metric based decision making.