



American Water Works
Association

EFFECTIVE UTILITY MANAGEMENT

The following **FREE** webinar for all water sector utilities and is made possible through the US Environmental Protection Agency (USEPA) and AWWA.

Effective Utility Management: Your Utility's Road to Sustainability

March 21, 2017, 1:00–2:30 p.m. EST

This webinar will highlight the value and importance of utility management based on the **Attributes of Effectively Managed Utilities (EUM)** and **Keys to Management Success** endorsed by AWWA, EPA and several leading water sector associations. EUM is now the most widely recognized utility management framework in the water sector. The goal of the webinar will be to familiarize the audience with the steps needed to implement EUM based on the recently updated **EUM Primer**, released in January 2017.

Webinar participants will learn about the following:

- **The Ten Attributes of Effectively Managed Water Sector Utilities (Attributes).** These Attributes provide a clear set of reference points and are intended to help utilities maintain a balanced focus on all important operational areas rather than reactively moving from one problem to the next or focusing on the “problem of the day.”
- **Five Keys to Management Success.** These proven approaches help utilities maximize their resources and improve performance. By embedding the Five Keys to Management Success into their workplace culture, utilities create a robust foundation for strong, ongoing performance in the Ten Attribute areas.
- **Where to Begin – A Self-Assessment Tool.** The rigorous and systematic self-assessment tool described in the *Primer* helps utility managers and staff evaluate their operations and identify where to begin improvement efforts. By assessing how a utility performs relative to the Attributes, utility managers can gain a more balanced and comprehensive picture of their organization.
- **Getting to Work – Implementation of Effective Utility Management.** The Implementation section is a central connecting point between multiple elements of Effective Utility Management. It focuses on an overall continual improvement cycle

(the “EUM cycle”), and describes how a utility’s self-assessment results can lead into a cycle of planning, implementation of effective practices, measuring performance, and making adjustments over time. It includes the following components:

- A description of the essential components of the EUM cycle;
- How to link the EUM assessment to utility management best practices and performance measures;
- Other resources to support Effective Utility Management implementation; and
- Steps for creating an EUM Improvement Plan.

REGISTER

Direct webinar questions to James Horne at Horne.James@epa.gov.

Direct all other Effective Utility Management questions to Cynthia Lane at clane@awwa.org or visit the EUM website at [EUM Website](#).

Since 2008, EPA, AWWA, and a group of other leading water sector organizations have formed a unique coalition to promote sustainability through the *Attributes of Effectively Managed Utilities and Keys to Management Success*.



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