

Help your clients overcome one of the biggest struggles they have...

Whether you're a business intelligence company, a professional or industry association, or strategy or management consultancy, you know that many of your clients or members struggle with performance measurement.

If you help your clients to automate their reporting and create information dashboards, you know the frustration when clients can't define the information they really need to have automated or reported.

If you help your clients create their strategy, you will know the frustration of clients who either can't choose meaningful measures for their goals, or who are not at all engaged in doing so.

Performance Measurement is Something Everyone Struggles with...

That's because they are held back by the exhausting struggles commonly associated with performance measurement, across all industries, sectors and cultures:

- **Struggling to measure a strategy that seems *immeasurable*** with words like efficient, effective, sustainable, quality, reliability and productive
- **Struggling to find good performance measures** that meaningfully track results, not activity
- **Struggling to get people engaged in measurement**, so they buy-in and have ownership to improve performance

To get great measures, your clients need to take a fresh approach that addresses these struggles and gives practical direction on how to avoid or overcome them.

Your clients can count on PuMP® to deliver this approach. It's been helping thousands of people around the world, in all sectors and organization sizes and industries.

PuMP® is the Easy and Fun Way to Stop Your Clients' KPI Struggles...

Hosting a PuMP® Performance Measure Blueprint Workshop will give your clients or members unprecedented practical know-how in each step of measuring performance, *without* the struggle!

It will equip them with techniques to create performance measures that align to strategy, are meaningful, are owned, and drive fundamental improvement.

At the PuMP® Blueprint Workshop, your clients will:

- **Discover how-to tools and techniques** that will help them overcome the struggles they are currently having with performance measurement
- **Practice the tools and techniques** with a case study, so they go back to work knowing how to implement what they learn in their own businesses or organizations
- **Develop their own capability to measure what matters** and make it easier to get the most from the advice and services you offer them.



What Will Your Clients Learn?

The PuMP® Performance Measure Blueprint Workshop is a framework to redesign organizations' performance measurement process.

The emphasis is on practical techniques and templates, real-life case studies, and time to practice what participants learn with support from experts.

Your clients will learn to:

- **Make strategy measurable** and easier to communicate and cascade
- **Select and design performance measures** that are more meaningful than what brainstorming or benchmarking can produce
- **Get buy-in from staff and stakeholders** so that they own performance measurement and improvement
- **Bring measures to life** in a consistent way
- **Design insightful and actionable reports** and dashboards that focus discussion on improvement
- **Clearly see the real signals** of whether performance is improving or not
- **Convincingly hit your performance targets**, and make measurement about transformation, not about blame or covering your butt!



Everyone walks away with can-do, not just know-how...

Because this workshop is so practical, your clients will head back to work with all the knowledge, tools, experience and inspiration they need to put what they learn into immediate and successful practice.

The resources we give your clients support implementation of PuMP® in their organizations, once participants return to their workplaces.

Resources include:

- **A comprehensive workshop reference manual** includes the workshop PowerPoint slides, examples, worksheets and checklists to help participants apply what they learn throughout the workshop.
- **A case study** demonstrating the full application of the PuMP® techniques, to model and inspire.
- **A USB of all the time-saving templates and tools to use** with colleagues as they involve them in performance measurement activities.
- **A bonus free membership in the online PuMP® Community**, filled with extra resources to help implement PuMP® well.

PuMP® Certification

The PuMP® Performance Measure Blueprint is certified by the George Washington University and the Balanced Scorecard Institute.



After completing the workshop, each participant can opt to take the PuMP® Certification exam, online. We will send out their official certificate within 6 weeks of your passing the exam.

The Creator of PuMP®



Stacey Barr has specialized in organizational performance measurement since 1993, and this workshop is the culmination of all her most practical learning and innovations since then.

Stacey is known for her high level of practicality, her approachable presentation style, and her innate ability to balance the technical and social sides of performance measurement. She recently released a book called Practical Performance Measurement, available on amazon.com.

Your Workshop Presenter



Louise Watson,
President of Adura
Strategy

Canada's Licensed
PuMP® Consultant

Louise brings 20 years of corporate leadership experience, including at a Vice President level, to her consulting practice, and has been helping her clients achieve dust-free strategy since 2007.

Specializing in Dust-free strategy, means Louise empowers her clients to develop strategic plans that are so owned, used and evaluated across the organization that the strategy doesn't have time to collect dust on a boardroom shelf. She helps her clients link performance measurement to what is strategically most important so they can answer the question "Are we making progress?"

Pricing Model for Hosting the PuMP® Blueprint Workshop

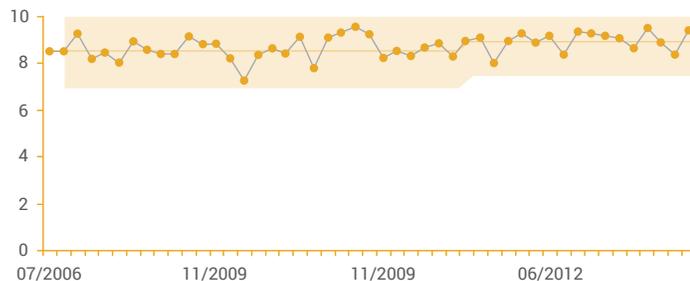
Hosting this workshop is based on a revenue sharing model that acknowledges the value we each contribute to bringing the PuMP® Blueprint Workshop to your clients or members.

The Value of PuMP® is its Practicality

The pricing for the PuMP® Blueprint Workshop takes into account the high relevance, practicality and success of the intellectual property in the PuMP® methodology, the workshop experience and the experience and reputation of the Founder Stacey Barr, as well as the Instructor.

From over 750 participants in the program, the average overall value rating is an incredibly high 8.9 out of 10, as you can see in this graph:

PuMP® Blueprint Workshop - Average Overall Value



The pricing also acknowledges that the value you bring to our collaboration is your relationship with your clients or members, the activities you will undertake to promote the workshop, and your management of the event.

Two Ways to Bring PuMP® to Your Clients or Members...

Because the workshop is a proven system, there is little time you need to invest in preparation, other than your core event management tasks such as marketing (for which we can provide the copy) and possibly arranging the venue.

If you have a network of clients who need better performance measurement practices, you can either offer a public workshop for all your clients or members, or coordinate an in-house workshop for one of your clients or member organizations.

OPTION 1

Offer a Public Workshop to Your Clients or Members

You provide the venue and catering, and send out a customized version of our promotional materials to invite your clients to register through you.

| OPTIONS | PRICE PER PERSON |
|--|---|
| For reference, the full price of attending a public workshop: | \$2,200 |
| Recommended range that you charge your delegates: | \$1,800 - \$2,200 |
| Fee that I charge you for delivery of the workshop: | \$1,400 |
| My travel expenses (shipping of workbooks, premium economy airfare, ground transport and 4+ star accommodation) | Amounts will be estimated at your request and actuals invoiced to you. |

All prices plus applicable taxes and expenses

What is Included:

- **A Reference Workbook and Templates on USB** for each participant, which includes the PowerPoint slides, templates, case studies, and technique check lists that make it easier to apply their learning
- **Lots of time during the workshop to practice applying each PuMP® step**
- **A casual and interactive learning atmosphere** where participants are welcome to ask questions and share relevant experiences

What the Host Provides

You invest in:

- Marketing the workshop to your clients or members by sending out customized versions of PuMP® promotional materials
- Registering and collecting fees from your clients
- Providing an excellent venue with catering for a light breakfast, lunch, and refreshments at mid-morning and afternoon break.
- Liaising with Louise to select the venue, set up the room, and prepare for the workshop
- Shipping the workbooks from Canada
- All the cost associated with bringing and hosting the instructor to your location as outlined in the terms and conditions

OPTION 2

Offer a Private In-House Workshop for One of Your Clients

If you have one client in particular who is ready to adopt PuMP®, you can offer them an in-house workshop tailored just for their managers and employees. They provide the venue and catering, and you coordinate the scheduling with me.

| OPTIONS | PRICE PER PERSON |
|--|---|
| Recommended fee that you charge your clients: | \$1,600 |
| Fee that I charge you for delivery of the workshop: | \$1,400 |
| My travel expenses <small>(shipping of workbooks, premium economy airfare, ground transport and 5-star accommodation)</small> | Amounts will be estimated at your request and actuals invoiced to you, for your client to reimburse. |

All prices plus applicable taxes and expenses

Terms and Conditions

The minimum number of workshop participants is 15 for workshops in Canada and 20 for international workshops.

If outside of Vancouver, the hosting organization covers the cost of shipping of training workbooks, premium economy class travel, meals and 4+ star accommodation expenses to deliver the workshop in your chosen location. Expenses will be invoiced as actuals.

Payment terms are 50% of the delegate fees on confirmation of your booking plus actuals for travel. The remaining 50% of the delegate fees, or the adjusted balance if the number of delegates changes, is due on delivery of your workshop. International engagements are invoiced in USD.

Invoices will be issued for both these payments, and the terms will be 14 days.

If you (or any representative of your organization) cancel the workshop after the first payment, a fee to cover costs incurred will be retained.

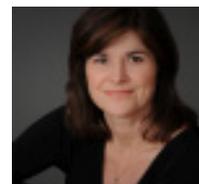
If the number of delegates reduces after the first payment, there may be no reduction in fee if minimum numbers are not met or costs have been incurred. If the number of delegates increases, an additional fee may be quoted to you.

The Next Step

If you feel excited about hosting a PuMP® Performance Measure Blueprint Workshop for your clients or members, simply email Louise and we'll contact you within 2-3 business days to:

- Get more details about your booking
- Provide a more formal quote
- Schedule your workshop; and
- Schedule a phone meeting

Contact Information



Louise Watson
 President, Adura Strategy
 Licensed PuMP® Consultant
 O: 604-924-4545
 C: 778-228-4545
 E: louise@adurastrategy.com

www.adurastrategy.com