

Great measures focus people on the results that matter most. But most organizations don't have great measures...

Most organizations don't have great measures because they are held back by the struggles people often have with performance measurement:

- **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

You cannot get great measures by doing the same things you've always done.

To get great measures, you need to stop doing the things that don't work and use a new approach that addresses these struggles. An approach like PuMP®.



Is the PuMP® Blueprint for You?

PuMP® is a rigorous and practical methodology that details how to:

- **Clearly communicate goals** to your team so they truly understand what they are contributing to
- **Generate lots of buy-in and excitement** in your team for measuring and improving performance
- **Create useful and meaningful measures** of performance that people use and value

- **Make lasting improvements** in performance rather than putting Band-Aids on symptoms
- **Get tight alignment of measures to strategy**, and not waste effort on irrelevant measures
- **Measure those intangible goals** that are too important to track with trivial counts or milestones
- **Streamline your measurement and reporting process** to reduce cost and effort and cycle time

The PuMP® Blueprint In-house Workshop will give your team practical know-how in measuring performance, without the struggle!

At the workshop, you will:

- **Discover the how-to tools and techniques** that will put a stop to the struggles you are having now
- **Practice the tools and techniques** so you go back to work knowing how to implement what you learned
- **Make headway on your business plans** and measures during the workshop
- **Connect with each other** as a Community of Practice

Don't rely on consultants to do it for you – performance measurement is an essential capability that your organization needs.



What Will Your Team Learn?

The PuMP® Performance Measure Blueprint Workshop is a framework to redesign your organization’s performance measurement process.

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

You will learn to:

- **Make your 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 your 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 team 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 you support implementation of PuMP® in your organization, once participants return to their workplaces.

- **A comprehensive workshop reference manual** includes the workshop PowerPoint slides, examples, worksheets and checklists to help you apply what you 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 your colleagues as you involve them in performance measurement activities.
- **A bonus free membership in the online PuMP® Community**, filled with extra resources to help you implement PuMP® and implement it well.

"PuMP® has given me the tools to smoothly convert typical strategic conversations to focus on tangible success. PuMP® encourages dialogue to align measurable focus to high-level strategic direction in a humble, seamless process."

Tricia Hercina,
City of Red Deer
Alberta, Canada

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, the Performance Measure Specialist, is the creator of the PuMP® methodology.

This course is offered in Canada through a strategic partnership between Stacey Barr, the Performance Measure Specialist, and the Adura Strategy.

Stacey has specialized in organizational performance measurement since 1993, and this workshop is the culmination of all her most practical learning and innovations. The program reflects her innate sense of practicality, approachable communication and presentation style, and balance between the technical and social sides of performance measurement.

Your Workshop Presenter



Louise Watson, of Adura Strategy, is a PuMP® Consultant licensed by Stacey Barr, the creator of the PuMP® methodology.

Visit www.adurastrategy.com for more information or email louise@adurastrategy.com.

The 2-Day Workshop Program:

Introduction

Performance measurement is a process, not an event.

We discuss the problems with performance measurement and how to solve them by thinking about performance measurement as a process.

STEP 1: Understanding Measurement's Purpose

As the purpose of measurement

We start off on the right foot with the PuMP® Diagnostic to help you understand what good measurement means, and how to do it properly to avoid the most common struggles and problems.

STEP 2: Mapping Measurable Results

Translating your strategy into clear, focused and measurable performance results

We explore why it's so hard to measure the right things, how to know if a strategy (i.e. your goals, objectives or priorities) is measurable enough, and how the PuMP® Results Mapping technique can make strategy measurable.

STEP 3: Designing Meaningful Measures

The most feasible and relevant measures that "evidence" our performance results

We review the traditional approaches people take to selecting measures and why they fail, and then see how the PuMP® Measure Design technique produces measures that are meaningful, relevant, cost-effective and easy for people to buy-in to.

STEP 4: Building Buy-in to Measures

Getting ownership from our stakeholders, quickly, easily, and engagingly

There are some very specific reasons why people don't buy in to performance measures which we will explore, and we'll see how the PuMP® Measure Gallery technique can build buy-in and generate excitement for performance measurement.

STEP 5: Implementing Measures

Documenting in detail the data, analysis and reporting requirements for each of our measures

We talk about the causes behind why so many measures are never brought to life (i.e. never get reported or used) and how the PuMP® Measure Definition technique is so useful for specifying exactly how each measure should be implemented.

STEP 6: Reporting Performance Measures

Creating useful and usable performance reports that inspire action

We'll look at why typical performance reports are next to useless, and discover how the PuMP® Report Design technique quickly and easily produces performance reports that answer the 3 questions every performance report should answer.

STEP 7: Interpreting Signals from Measures

Focusing ourselves on gaps between as-is and should-be performance

It's so easy to misinterpret performance measure signals, and frighteningly, most people do. So we'll follow the PuMP® Measure Interpretation technique to make interpretation of performance measures easier, valid and incredibly insightful.

STEP 8: Reaching Performance Targets

Improving our business processes to move as-is performance toward should be

The role of performance measures is to improve performance more easily, quickly and economically. The PuMP® Using Measures technique shows how to use performance measures to get the highest leverage improvements.

Close

Preparing for a successful PuMP® implementation

We'll close the workshop by focusing on how to start implementing PuMP® to choose, create and use your first meaningful performance measures, in a way that brings quick success.

Who Should Come to Your PuMP® Blueprint In-House Workshop?

Executives, managers and other leaders set the direction and encourage the engagement of their staff in measuring and improving the right things. But they also need to be involved at the start, in setting measurable goals and designing meaningful measures. And they are also involved at the end, in interpreting and using the performance measures to prioritize improvement initiatives.

Strategic Planning and Performance Measurement Officers facilitate the entire process of creating, implementing and using more meaningful performance measures for managers and staff throughout your company or organization. They will ultimately become the masters of performance measurement, and custodians of the corporate-wide performance measurement system.

Business Analysts and Reporting Officers work within specific steps of the performance measurement process, collating and analyzing data and presenting performance information in reports. They need easy-to-follow measurement techniques that simplify what has become a very cumbersome and thankless task. They find it useful to see the end-to-end measurement process to appreciate the role they play in implementing a standardized measurement approach corporate-wide.

Project Managers, Performance Improvement Officers and Consultants use performance measurement in their day to day client work or improvement projects. They want simpler steps to save time and angst in deciding what to measure, getting the data and reporting it without fuss.



“Learning the PuMP® methodology during an in-house workshop brought focus to my work as a Business Planner within a government setting. It changed the conversation from actions to results and made us connect with the bigger strategic picture. In the past, no one wanted to be on the measures team.

But now with PuMP®, people want to be part of this practical, easy-to-follow and fun (yes, it is!) measurement process. Investing in the 8 follow-up webinars helped us put what we learned into practice and build our skills even more!”

*Janet Sawatsky, MA
Business Strategist, Recreation
City of Calgary, Alberta, Canada*



Pricing Options

The more people you have in your organization with performance measurement capability, the faster and easier it becomes to reach your strategic and operational targets.

OPTIONS	PRICE IN CDN\$ PER PERSON
For reference, the full price of attending a public workshop:	\$2,200
Option 1: Delivery of your 2-day PuMP® Blueprint In-house Workshop for 14* to 20 people. (45% saving)	\$1,400
Option 2: Combine Option one with a series of 8 group coaching webinars to guide and support and inspire participants as they implement in pilot format each of the 8 PuMP® steps.	Contact Louise For A Quote
Option 3: Coaching Day following the workshop	Contact Louise For A Quote

All prices plus applicable taxes and expenses

Terms and Conditions

*Minimum numbers: If your workshop will be within Canada, the minimum number we quote for is 14 people. If your workshop will be outside Canada, the minimum number we quote for is 20 people. You can still have fewer than these minimum numbers, but you will be invoiced the minimum.

Maximum numbers: The maximum number of participants is 20 for any workshop. If you want more than 20 people, please let us know and we can recommend how to make this possible without greatly compromising each participant's learning experience.

Shipping of training workbooks, premium economy class airfares and 4-star accommodation, travel expenses to deliver the workshop in your chosen location, if outside Vancouver. Actuals will be invoiced.

Payment terms: Payment terms are 50% on confirmation of your booking, and the remaining 50% due on delivery of your workshop. 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 may be retained. If the number of participants changes after the first payment, the second invoice will be adjusted accordingly.

Intellectual Property: Certification and training in PuMP® is for internal facilitation and personal use only. Any other use of the PuMP® methodology requires permission from Stacey Barr.

What You'll Need to Arrange...

While we take care of the delivery of the workshop, you have the option to take care of a few things too:

- The workshop venue (we recommend an off-site venue, if possible)
- Catering at the workshop (for morning tea, lunch and afternoon tea breaks)
- A laptop and data projector
- Participant registration

If you'd like us to organize the venue, equipment and catering, we can provide you with an additional quote.

We will send you a checklist ahead of the workshop, to help you prepare.



The Next Step

If you feel excited about having your own tailored in-house PuMP® Performance Measure Blueprint Workshop for your colleagues, simply email Louise at **louise@adurastrategy.com** 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 to tailor the workshop examples and activities.

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