GET THE BLUEPRINT FOR A HIGH-PERFORMANCE ORGANISATION.

The PuMP Performance Measure Blueprint Workshop ends your KPI struggles and makes measuring what matters easier, faster and more engaging.

With PuMP, you’ll reach more targets (that matter), reach them sooner and with less effort, and get a higher rate of return on every improvement initiative. You’ll naturally build a performance culture, where people are fully engaged in the part they play in fulfilling the mission and pursuing the vision.

“PuMP is a well-thought out and tested method that, if implemented with fidelity, has the potential to transform organizations into performance-oriented and evidence-driven teams that optimize impact.”

Veronica Smith, MSEE
Managing Director, data2insight, USA

YOUR STRUGGLES WITH PERFORMANCE MEASUREMENT ARE CAUSED BY BAD KPI HABITS.

Most of us – executives, managers, strategy or performance professionals, and analysts – struggle to measure what matters, well. We struggle to:

- Easily find meaningful measures
- Get true buy-in to performance measurement
- Strongly align measures to strategy
- Use measures to improve and reach targets

These struggles are due to some bad habits that, in the absence of a proper performance measurement methodology, have become common practice. Some of the bad KPI habits are:

- Brainstorming KPIs and measures
- Writing goals with words like effective, efficient, sustainable, reliable, quality…
- Not letting people participate deeply in developing measures
- Interpreting performance by comparing this month to last month

Too many people are held accountable for hitting targets that are meaningless or outside their influence. Measuring performance should be a natural part of everyone’s job, but not like this. Measures are tools in our hands, not rods for our backs.

If you want performance measures that give you the power to dramatically improve performance, you must unlearn these bad KPI habits. The PuMP® Blueprint Workshop will give you deliberate and practical steps that have been proven to work, around the world, for almost two decades.

“The PuMP process is amazing. It is addressing problems that I have experienced for over 10 years with performance and measurement projects and now that I have been moderately educated I can see (almost daily) where co-workers and partnering organizations are setting themselves up to fail with bad measurement habits. I’ve turned into the office PuMP evangelist.”

Karen Howard
local government, California, USA
BUILD A PERFORMANCE CULTURE THROUGH GREAT PERFORMANCE MEASUREMENT PRACTICE.

We don’t build high-performance organisations overnight. But they do grow out of deliberate practice in performance management. So don’t wait until you have a performance culture before you focus on measuring performance. It’s good performance measurement that grows a performance culture.

The growth starts with a strong focus on the purpose of high-performance, replacing fear of judgement with a passion for learning how to lift performance.

Then, we get better at setting clearer goals, measuring them meaningfully, and engaging everyone in the right ways and at the right times. We have useful and usable information to make evidence-based decisions that produce high-ROI performance improvements.

As our evidence-based decision making gets better and becomes a natural part of how we work, we find more and more leverage to improve performance, reach stretch targets, and lead our industry. We become a high-performance organisation, because what we aim for, we achieve.

“The PuMP method is the most comprehensive and pragmatic performance management methodology published today.”

Jack Spain
Director of Strategy & Business Development
SchoolDude, USA

THE PUMP BLUEPRINT

People’s struggles with measuring performance are, surprisingly, universal. They transcend organisation size, industry, sector, and even country.

PuMP comes from 20 years of research, of thousands of people world-wide, of the struggles they have with performance measurement.

We solve our struggles by replacing their causes, the bad KPI habits, with practices that work. We can’t get leaner, get fitter, have more energy, think more clearly, live longer, AND keep the bad habits that are stopping us from having these results now. The bad habits have to be replaced. And PuMP does that.
There are eight steps in the PuMP Blueprint, and these 8 steps flow together in a deliberate process that makes it logical and easy to redesign and revamp your own performance measurement approach.

The emphasis is on practical techniques and templates, real-life case studies, and time for you to practice with support from experts. You will:

- **Make your strategy measurable and easier to communicate and cascade**
- **Select and design performance measures** that are meaningful, quantitative, and feasible
- **Get buy-in from staff and stakeholders** to own performance measurement and improvement
- **Bring your measures to life** in a consistent way, using the right data and with the right ownership
- **Design insightful and actionable reports and dashboards** that focus discussion on improvement
- **Clearly see the real signals** from your measures about whether performance is improving or not
- **Convincingly hit your performance targets**, and make measurement about transformation, not about blame or covering your bum
“Firstly I would just like to say thank you for the PuMP course you ran in London. For me personally it filled in some knowledge gaps around the 8 step process, clarified some areas we were missing that simplify and facilitate the process and finally the piece around XmR charts was a bit of a Eureka moment for me around how to get a focus on driving performance rather than reporting in a simple way.”

Justin Maggs
SBF Expert Practitioner
Severn Trent Water

THE PUMP BLUEPRINT WORKSHOP GIVES YOU KNOW-HOW + CAN-DO.

You can easily get a 10-fold return on your investment in PuMP® within 6 months following your workshop. Implement just one performance measure and use it. And it will just be the beginning.

“When we started using the PuMP® process it was explained to us that we could identify a deficiency and we weren’t going to be chastised if we didn’t meet targets … But we were able to realise our productivity gain of 43 days savings from a 64 day average down to a 21 day average [in reducing the time to place training failures into new positions]. We invested probably $10,000-$12,000 and got back close to half a million dollar gain.”

Steve Silvers
Employee Services Team Manager
Federal Aviation Authority, USA

When you learn and practice PuMP, you become the next pebble in the pond to send ripples of better performance measurement practice out through your organisation. And bigger and lasting performance improvements are the result.

YOU CAN PROVE YOUR KNOW-HOW IN PUMP, WITH CERTIFICATION.

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

PuMP® Certification demonstrates your ability to develop performance measures that are meaningful, aligned to strategy, implemented efficiently and focused on driving performance improvement.

After completing the workshop, you can take the PuMP® Certification exam, online. You’ll have a one hour time limit to answer 40 questions, and you’ll get your score immediately.

A score of 75% is needed to pass. We will send out your official certificate within 6 weeks of your passing the exam.
YOUR PRESENTER IS PUMP’S CREATOR, STACEY BARR.

Stacey Barr, the Performance Measure Specialist, is the creator of the PuMP® methodology. She has specialised in organisational performance measurement since 1993, and this workshop is the culmination of all her learning, research, testing and innovation.

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.

“...The workshop was brilliantly paced - normally on other full day workshops one can struggle to retain attention whereas at PuMP the pace was a good mix of listen, learn and apply steps, then break cycle. The experience I had reflects the feedback I have read of predecessors with me feeling fired up and champing at the bit to get on.”

Steve Holley MBA BEng
Head of ICT Customer and Business Support
Gloucestershire Hospitals NHS Foundation Trust

ALL THE TOOLS YOU NEED FOR A SUCCESSFUL IMPLEMENTATION.

Because this workshop is so practical, you’ll head back to work with all the knowledge, tools, experience and inspiration you need to put what you learn into immediate and successful practice. The resources we give you are there to support your implementation, not just your learning:

- A comprehensive reference workbook includes the 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.
- All the time-saving templates and tools to use with your colleagues as you involve them in performance measurement activities.
- Free membership in the online PuMP® Community, filled with extra resources to help you implement PuMP® and implement it well.

“...PuMP is a great programme, it’s making it very easy for us to develop meaningful measures for our organisation.”

Amanda Kent
Public Service Department, New Zealand
THE 2-DAY WORKSHOP PROGRAM:

Both days start promptly at 9am and will finish by 5pm.

INTRODUCTION
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
We start with the PuMP® Diagnostic to help your Measures Team understand what good measurement means, and how to do it properly to avoid the most common struggles and problems.

STEP 2: Mapping Measurable Results
We explore why it’s so hard to measure the right things, how to test if a goal is measurable enough and fix it using the PuMP® Measurability Tests, and how the PuMP® Results Mapping technique makes strategy easier to understand and measure.

STEP 3: Designing Meaningful Measures
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
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
We talk about why so many measures are never brought to life and how the PuMP® Measure Definition technique is so useful for specifying exactly how each measure should be implemented.

STEP 6: Reporting Performance Measures
We look at why typical performance reports are useless, and discover how the PuMP® Report Design technique quickly and easily produces performance reports that answer the 3 essential performance questions.

STEP 7: Interpreting Signals from Measures
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
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.

PUTTING IT INTO PRACTICE
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.
IS THIS WORKSHOP FOR YOU?

Executives and other leaders set the direction and encourage staff to measure and improve the right things. They need to be involved at the start, setting measurable goals and meaningful measures. And they need to be involved at the end, interpreting and using measures to prioritise initiatives.

“Stacey, the workshop that you ran was revelational - truly. Simply put, the single most important question that I took away with me was a question you asked of me on the second morning: ‘What do you define as success for the organisation?’ Well I’ve got to say that question took me about two or three days to answer properly. As a result, it’s strengthened the focus in our organisation about what matters most.”

Todd MacDougall, CEO, Corcom

Strategic Planning and Performance Measurement Professionals facilitate the entire process of creating, implementing and using more meaningful performance measures for managers and staff throughout your company or organisation. They need to be the masters.

“The BSC Institute just this morning informed me that they have awarded Douglas County the 2011 Award for Excellence and so much of that recognition goes to you Stacey for being my “measure mentor”… I cannot tell you how many times I bring people back to your measure design model and see it work time and time again.”

Jerry Stiga ll, Director, Organization Development, Strategy, & Policy, Douglas County Government

Business Analysts and Reporting Officers work within specific steps of the performance measurement process, collating and analysing data and presenting performance information in reports. They find it useful to see the end-to-end measurement process to appreciate the role they play in implementing a standardised corporate approach.

“Before I attended the workshop, I was reacting to requests for performance reports... With the knowledge that I have gained, I have created a report suite that shows our performance clearly at all levels of management and also at the process level. The knowledge that I have gained though the workshop has enabled me to grow into my role as a performance measurement champion…”

Fiona Issel, Senior Distribution Design Support Officer, Western Power

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 data and reporting it.

“So far this training has met and exceeded my expectations! I am a program evaluator by training and specialize in data visualization. I learned about Stacey from Stephen Few at a training of his last year and am so glad that he referred me to you. This process will enhance the work I am doing right now with my clients.”

Veronica Smith, MSEE, Managing Director, data2insight (www.data2insight.com)
OUR 2016 PUMP® BLUEPRINT WORKSHOP PROGRAM:

Stacey Barr is personally teaching the following PuMP Blueprint Workshops in Australia in 2016:

**Brisbane, Australia**  
May 11 & 12, 2016  
Treasury Hotel

**Melbourne, Australia**  
June 15 & 16, 2016  
Quay West Suites, Southbank

**Sydney, Australia**  
September 21 & 22, 2016  
Quay West Suites, The Rocks

**Canberra, Australia**  
November 9 & 10, 2016  
The Hyatt

The PuMP Blueprint Workshop is also available around the world, through our licensed PuMP Partners:

- **Eastern Africa** - BSEA  
  [balancedscorecard.co.ke](http://balancedscorecard.co.ke)

- **West Africa** - Balanced Scorecard West Africa  
  [balancedscorecardwa.org](http://balancedscorecardwa.org)

- **Canada** - Adura Strategy  
  [adurastrategy.com](http://adurastrategy.com)

- **United Kingdom** - Rubica  
  [rubica.co.uk](http://rubica.co.uk)

- **United States** - Balanced Scorecard Institute  
  [balancedscorecard.org](http://balancedscorecard.org)

WHAT TO EXPECT AT THE WORKSHOP…

Shortly after you register for the workshop, you’ll receive an email detailing how to prepare, what to bring, and also a link to an audio where Stacey explains more about what you’ll learn.

The 2-day workshop starts promptly at 9am, so we recommend you arrive by 8:45 at the latest, to give us time to welcome you and help you settle in. We’ll be finishing by 5pm on both days.

With a maximum of 35 registrants in each workshop, the atmosphere is casual, friendly and interactive.

You’ll get a little one-on-one coaching from Stacey during the implementation activities.

Each day we’ll provide you with coffee and tea on arrival, healthy and decadent snacks during our morning and afternoon breaks, and a delicious lunch (and will cater for your dietary requirements).

FOR MORE INFORMATION…

If you have any questions, please email us at [info@staceybarr.com](mailto:info@staceybarr.com)

Register **online** at [performancemeasureblueprint.com](http://performancemeasureblueprint.com) or **offline** via our registration form, attached.
2016 WORKSHOP REGISTRATION FORM

TAX INVOICE | ABN 57 129 953 635

Confirmation of your registration will be provided within 5 business days.
Australia: When filled out, this form is your Tax Invoice for GST purposes.

STEP 1: YOUR DETAILS (ADD ADDITIONAL REGISTRANTS OVER THE PAGE)
Name: _____________________________________________________________
Position: _____________________________________________________________
Organisation: _____________________________________________________________
Email: _____________________________________________________________
Address: _____________________________________________________________
City:  ____________________________ State: ________ Postcode: _________
Phone: _____________________________________________________________

STEP 2: TO REGISTER, YOU MUST AGREE TO THE TERMS & CONDITIONS
☐ I have read & agree to the terms & conditions, to the right.

STEP 3: WHICH WORKSHOP ARE YOU REGISTERING FOR?
☐ Brisbane, May 11 & 12 (Early Bird Jan 30)  ☐ Melbourne, Jun 15 & 16 (Early Bird May 2)
☐ Sydney, Sep 21 & 22 (Early Bird Jul 22)  ☐ Canberra, Nov 9 & 10 (Early Bird Sep 9)

STEP 4: HOW MANY PEOPLE ARE YOU REGISTERING?
☐ Full fee rate (after Early Bird*):  ______  x  $2200 AUD    ($2420 with GST)
☐ Early Bird* rate 10% off: ______  x  $1980 AUD    ($2178 with GST)
☐ Group rate** 15% off: ______  x  $1870 AUD    ($2057 with GST)

STEP 5: WHICH PAYMENT METHOD?
Payment prior to the workshop is mandatory. Australians, use rates with GST included as above.
Credit card:  ☐ Visa  ☐ MasterCard  ☐ Diners Club  ☐ AMEX
Card Number:  ___ ___ ___ ___   ___ ___ ___ ___   ___ ___ ___ ___   ___ ___ ___ ___
CVV:  ___ ___ ___     Expiry Date:  ___ ___ / ___ ___    Total Amount:  $ _____________
Name on Card: _____________________________________________________________
Signature: _____________________________________________________________
☐ Direct Debit for:  $ ___________ BSB: 064105   Account: 1028 5300   SWIFT: CTBAAU2S

STEP 6: REGISTER BY FAX OR EMAIL
Fax:   07 3112 4116 (international +61 7 3112 4116)
Email:  info@staceybarr.com

TERMS & CONDITIONS

GUARANTEE
If during the workshop you decide to withdraw from it, and wish to obtain your money-back guarantee, you must do so either at the workshop, or in writing within 3 months of your attendance at the workshop.

CANCELLATION POLICY
You may make substitutions at any time prior to the workshop. Cancellations and transfers to a future course will incur a $198 service fee per registrant.
Registered participants who cancel less than 2 weeks prior to the workshop or don’t show up at the workshop either forfeit the workshop fee or can transfer to another workshop held within 12 months (one transfer only).

PROGRAM CHANGES
Stacey Barr reserves the right to alter dates and/or times of the workshop if registration criteria are not met or if conditions beyond her control occur. All efforts will be made to contact each registrant if changes occur. If the program is not held for any reason, Stacey’s liability is limited to the workshop fee only.

* EARLY BIRD RATE
To qualify for the Early Bird rate we must receive your registration and payment on or before the Early Bird dates listed to the right, with the workshop locations. We want to be fair to everyone! Early Bird rate and Group Booking discount cannot be combined.

** GROUP BOOKINGS
The group discount is for 2 or more people from the same organisation in the same booking.

INTELLECTUAL PROPERTY
Certification and training in PuMP® is for internal facilitation and personal use only. Any other use of PuMP® requires permission from Stacey Barr.
2016 WORKSHOP REGISTRATION FORM

STEP 7: WHO ELSE IS REGISTERING?

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