

## The 2012 Performance Measure Blueprint Online Program

### What is an online program?

Through a series of convenient, step-by-step, action-oriented online webinar-based lessons, you will learn how to overcome the most common struggles with KPIs and performance measures.

### Is this program for you?

The Performance Measure Blueprint Online Program is for **Strategic Planners, Business Analysts, Performance Measurement Practitioners & Consultants, and results-oriented Managers, Executives and business owners** who:

- need to generate lots of **buy-in** in their team for measuring and improving performance
- need to **improve performance** but aren't sure where to start or exactly what to do
- want a way to **clearly communicate goals** to their team, their customers, their colleagues
- have **KPIs that just aren't useful or used**, but aren't sure why, or how to change them
- want to know **the real steps to implement** KPIs that are meaningful and useful and not just about filling in the KPI column in their plans
- want a refresher on the essentials** of developing KPIs, to finetune their practice
- are still waiting to **discover the secrets** of making performance measurement work

### What will you learn?

The Performance Measure Blueprint is **not new, not rocket-science and not a flash-in-the-pan fad**. It's about proven how-to techniques, real-life case studies, and loads of time for you to practice straight away what you learn with support from experts.

You will learn how to make your strategy measurable, design meaningful performance measures, get buy-in from people to measure, ensure your measures are implemented efficiently, make your performance reports useful and usable, and ensure your measures focus you on the best times and best ways to improve performance.

The detailed program agenda is on the next page.

### Who is your presenter?

**Stacey Barr, the Performance Measure Specialist**, has specialised in organisational performance measurement since 1993, and this workshop is the culmination of all her most practical learnings and innovations since then.

Stacey is known for her unusually high level of practicality, her easy-going, approachable and authentic presentation style, and her innate ability to balance the technical rigour of performance measurement with the social, human side. Learn more about Stacey at [www.staceybarr.com](http://www.staceybarr.com).

### How does it work?

We make sure you have all the resources you need to immediately start applying what you learn during the program, quickly and easily:

- **8 Practical How-to Lessons** to give you the step-by-step techniques to measure what matters, in an interactive and engaging style, including voice and PowerPoint slides.
- **A detailed workbook** for each lesson, with the PowerPoint slides, checklists, detailed reference notes and examples.
- **A detailed case study** we examine throughout the program and you can download to guide your own implementation.
- **Practical implementation activities** which Stacey will provide to you in clear written instructions after each lesson.
- **Video recordings** of each lesson, including audio and PowerPoint slides and demonstrations of how to use the various templates.
- **Audio recordings** of each lesson, in case you prefer to listen on your iPod.
- **A lifetime membership to the Program Resource Website** where you have plenty of time to learn online at your own pace, download templates and examples and bonus tools to use with your team and make measuring what matters easy and quick.

### Where and when?

We have 2 Performance Measure Blueprint Online Programs schedule for 2012:

- **For USA/UK (Live):** Weekly, from Wednesday 8th February to Wednesday 28<sup>th</sup> March, 1pm-2:30pm US Eastern
- **Self-paced Program:** Start anytime you like, using the latest replays to learn at your own pace
- **For Asia Pacific (Live):** Weekly, from Thursday 6<sup>th</sup> September to Thursday 25<sup>th</sup> October, 11am-12:30pm AEST

Details are at: [www.performancemeasureblueprintonline.com](http://www.performancemeasureblueprintonline.com)

All the resources you need for learning and activities are available for download from the program's website. Easy, fun and very practical!

### How to register:

**Register securely and easily online** at [www.performancemeasureblueprintonline.com](http://www.performancemeasureblueprintonline.com) where discounts are automatically applied for Group Rates.

Alternatively, a fax-back **registration form is attached**, if you prefer offline registration.

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

# The Performance Measure Blueprint Online Program Lesson Plan

Of course since this is a self-paced program, and you have unlimited personal access to the program website to complete your learning, the following lesson plan can be worked into your own schedule, as best suits you. Each lesson goes for approximately 90 minutes.

## **LESSON 1: Performance measurement is a process, not an event.**

- Why do we struggle with performance measurement?
- Introducing PuMP.
- Warming up your Measures Team to start the PuMP Blueprint.

## **LESSON 2: Results Mapping: How to make your strategy measurable.**

- Recognising an immeasurable strategy.
- Why strategy is so hard to measure.
- How the PuMP® Results Mapping technique makes strategy measurable.
- Practice: create a Results Map from your strategy.

## **LESSON 3: Measure design – how to select meaningful & feasible performance measures.**

- What is a performance measure, really?
- Why traditional measure design doesn't work.
- How to design meaningful performance measures with the PuMP® Measure Design technique.
- Practice: use the Measure Design technique to measure one of your results.

## **LESSON 4: Measure gallery – how to help people buy-in to performance measures.**

- What does buy-in look like?
- Why people don't buy in to performance measures.
- How to easily and quickly stimulate more buy-in through the PuMP® Measure Gallery.
- Practice: design your first Measure Gallery.

## **LESSON 5: Measure definitions – how to detail the implementation of your measures.**

- How specific do we really need to be?
- Why measures rarely come to life.
- How to define the details for implementing your measures using the PuMP® Measure Definition technique.
- Practice: create a Measure Definition for the measure you designed.

## **LESSON 6: Reporting measures – how to design useful and usable performance reports.**

- How bad can a performance report get?
- Why measures are so often ignored.
- How to design graphs and reports to communicate your measures using the PuMP® Report Design technique.
- Practice: design the performance report for your measure.

## **LESSON 7: Using measures – how to interpret measures to improve performance.**

- Lies, damn lies and statistics.
- Why most performance measures don't improve performance.
- How to interpret and respond to your measures using the PuMP® Using Measures technique.
- Practice: find out what YOUR measure has been trying to tell you.

## **LESSON 8: Integrating your Performance Measure Blueprint into "normal business management".**

- The role of the performance measurement process is to link.
- Tips from experience to stimulate your implementation.
- What are you going to do tomorrow?

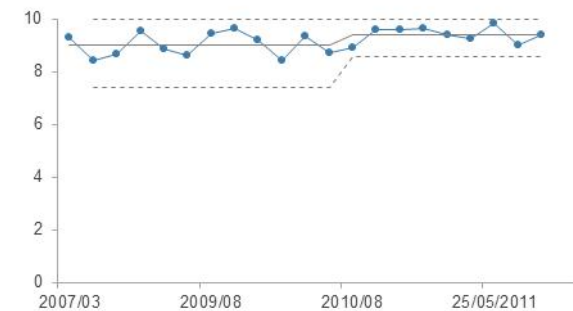
## Why this program?

People who have learned the Performance Measure Blueprint rate its overall value on average 8.7 out of 10 and rate their likelihood to recommend it to others at 9.1 out of 10, on average. Over 91% of participants rate the workshop 8 or higher out of 10 for overall value. (Yes, of course we measure it!) Here are the ratings of all the public Performance Measure Blueprint Workshops we've run to date (and how they've increased as we've improved the workshop over time):

PMBW Average Overall Value



PMBW Average Likelihood to Recommend



## What people are saying about the PuMP Blueprint and its impact:

*"I'm trialling all the Results Mapping & the whole Blueprint process work with one of our schools. They are seeing a lot of benefit in it, by the way. One of their Assistant Principals summed it up well when I introduced the process by saying "We've taken a step sideways and now have a better view." Our Regional Leadership Consultant observed the process in action last week... He then shared his views at our Regional Directors Team Meeting yesterday about how impressed he was by the processes we were going through. So I thought that was really positive feedback that your process works - no matter what the organisation is." - Bec Bach, Department of Education and Children's Services (DECS), South Australia*

*"We've just started doing workshops with each department using the 'How to design meaningful performance measures' templates and so far they are working great. Thinking about the end in mind first and allowing time to really think about what the KPI would look and feel like really seems to be getting people thinking. We have come up with some great objectives and measures. Thank you for such an easy to understand and useful tool." - Justine Fisher, Business Analyst, Queenstown Lakes District Council, New Zealand*

*"Stacey, first I want to tell you how much I've enjoyed the class. It's been a real eye opener for me. I'm a member of a project that is trying to shift our culture. I had to laugh however, this team just had big boards created with our mission statement and values. The mission statement is: To engage and grow a raving fan base. That's it. No real explanation. When I asked the project lead how she thought we would know if we were successful, she said, "I was hoping everyone just felt better about things" and then she grinned. I have a meeting with her tomorrow to introduce her to PuMP." - Kim Smyly, Missouri USA*

*"Your style and materials are very approachable, and you explained everything so clearly that I never felt baffled ... The course is really designed with the learner in mind. Thanks!" - Vicky Stanbridge, Principal Adviser in a government organisation, New Zealand*

*"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 and help them better measure their social sector organizations' impact." - Veronica Smith, MSEE, Managing Director, data2insight (www.data2insight.com)*

*"Stacey, I would say 'insights' would be a gross understatement of what I've learned on performance measurement from your Performance Measure Blueprint Audio Program. It's more like 'revelations'. We've been using the Measure Design technique all this week and culminating today, and it is going superbly. You guys are THE best! Thank you." - Jerry Stigall, Director, Organization Development, Strategy, & Policy, Douglas County Government, USA*

*"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 (www.corcom.org.au)*

*"In our opinion, this was the best, most practical workshop both of us have ever attended. This is the most straightforward, well thought through approach to developing and reporting performance measures that we have seen." - Grant Bennett & Warren van Wyk, Redland Shire Council, Australia*

## 2012 Registration Form

Confirmation of your registration will be provided within 5 business days.  
Australia: This form is your Tax Invoice for GST purposes.

### Who's registering?

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Phone: \_\_\_\_\_

To register additional people, please attach their details on the following page.

### Payment:

A condition of registering is your agreement to the terms & conditions, to the right.

I have read & agree to the terms & conditions, to the right.

#### Program Rate:

Amounts are in Australian Dollars. GST applies to Australia only. For currency conversions, we use <http://www.x-rates.com/calculator.html>.

~~For USA/UK: Weekly, from Wed 8<sup>th</sup> February to Wed 28<sup>th</sup> March, 1pm-2:30pm US Eastern~~

**Self-paced Program:** Start anytime you like, using the latest replays to learn at your own pace  
One registrant: \$890AUD (\$979 with GST)  
Groups of 2 or more: \_\_\_\_\_ x \$790AUD (\$869 with GST)

**Live Asia Pacific Program:** Weekly, from Thu 6<sup>th</sup> September to Thu 25<sup>th</sup> October, 11am-12:30pm AEST  
One registrant: \$1490AUD (\$1639 with GST)  
Groups of 2 or more: \_\_\_\_\_ x \$1290AUD (\$1419 with GST)

#### Payment Method:

Payment prior to the program commencement date is mandatory. To be fair to everyone, you will only receive webinar details or website access when we have received your payment.

**Credit Card:**  Visa  MasterCard  Diners Club  AMEX

Card Number: \_\_\_\_\_

CVV (last 3 digits on back of card): \_\_\_\_\_ Expiry Date: \_\_\_\_ / \_\_\_\_

Total Amount: \$ \_\_\_\_\_ Aussies: did you remember to add GST? See rates above.

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Direct Debit for:** \$ \_\_\_\_\_ BSB: 064105 Account: 1028 5300 SWIFT: CTBAU2S

**Cheque (Australia only)** for total: \$ \_\_\_\_\_ Australia only - payable to Stacey Barr Pty Ltd

### Register by post, fax or email:

Post: PO Box 422, Samford, Qld 4520, Australia  
Fax: 07 3112 4116 (international +61 7 3112 4116)  
Email: [info@staceybarr.com](mailto:info@staceybarr.com)  
Online: [www.performancemeasureblueprintonline.com](http://www.performancemeasureblueprintonline.com)

TAX INVOICE | ABN 57 129 953 635

### Terms & conditions

#### Registration is for one person only

Your registration for the program entitles you to access the lessons and resources. You may not allow access to any other person via your membership. They must register themselves independently.

#### Cancellation Policy

You may make substitutions or cancel your registration at any time prior to setting up your membership on the program website. After you have set up your membership, there can be no substitutions.

Cancellations may incur a \$90 service fee per registrant (Aussies add GST).

No refunds are given for registrants who do not complete the program or who fail to commence the program after 2 weeks following payment. To substitute or cancel, e-mail [info@staceybarr.com](mailto:info@staceybarr.com)

#### \*\* Group Bookings

The group rate is available only for 2 or more people from the same organisation in the same booking. If you wish to register 10 or more people, contact us for more generous discounts by emailing [info@staceybarr.com](mailto:info@staceybarr.com)

#### Currency Converter

The currency converter link provided is for a website that has no relationship whatsoever with Stacey Barr Pty Ltd. It is provided simply for your convenience only and we cannot certify nor be held accountable for its accuracy.

## Who else are you registering from your organisation?

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
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*To register more people, duplicate this page.*