

The 2012 Performance Measure Blueprint Workshops

Is this workshop for you?

The Performance Measure Blueprint Workshop 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 Workshop 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 concrete, cascaded and much more easily measurable
- select and design performance measures that are far more meaningful than brainstorming or benchmarking ever can produce
- get buy-in from staff and others to enthusiastically own performance measurement and improvement
- make your measures come to life to inform you (not sit motionless in the KPI column in your plan)
- avoid the common mistakes most people don't realise they're making in reporting performance measures
- put your measures to work, to truly improve your organisation's bottom lines

The detailed workshop agenda is over the 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 learning and innovation since then.

Stacey is known for her unusually high level of practicality, her approachable 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.

What's included...

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 CD of all the time-saving templates and tools to use with your colleagues as you share your knowledge and involve them in performance measurement activities.

A bonus membership in the online PuMP® Community, a website filled with extra resources and links, networking opportunities with other PMBW attendees, and quarterly Q&A webinars with Stacey to ensure your implementation of PuMP® gets a boost when you need it.

A full lunch, plus morning and afternoon refreshments will be a combination of healthy snacks a few indulgent treats too, to keep you going through the days.

Where and when?

The 2012 Performance Measure Blueprint Workshop Program includes workshops at the following 7 international locations.

Registration is now open for these workshops:

- Brisbane, May 2 & 3
- Melbourne, May 9 & 10
- Canberra, June 6 & 7
- Sydney, June 13 & 14
- London UK, July 5 & 6
- Boston USA, August 20 & 21

Registration opening soon for :

- San Francisco USA, August 27 & 28

Venues will be announced as registration opens for each event. For the latest information, go to www.performancemeasureblueprint.com.

How to register:

Register securely and easily online at www.performancemeasureblueprint.com where discounts are automatically applied for the Early Bird and 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.

The Workshop PROGRAM

Day 1: Designing Performance Measures

8:30am rego for a 9:00am start, 5:00pm finish

SESSION 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.

SESSION 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.

SESSION 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.

SESSION 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.

Day 2: Implementing Performance Measures

8:45am for a 9:00am start, 4:00pm finish

SESSION 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.

SESSION 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.

SESSION 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.

SESSION 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?

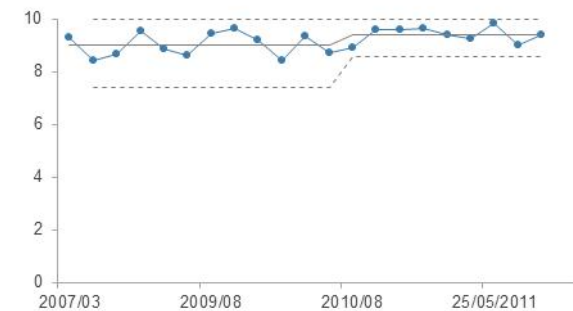
Why this workshop?

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

"The PuMP workshop was a fun, interesting and valuable experience which I would recommend for anyone who has to think about performance evaluation." - Janne Gorman, Director, National Recruitment, La Trobe University

"Stacey, I have attended your workshop in July, and since have been reading your many resources and newsletters. Your philosophy and approach, and the language and methods you use to get your messages across, are so in line with how I operate, and I am totally inspired by this." - Kylie McIntosh, HR Officer, Roche Products Pty Ltd, Australia

"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

"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)

"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. These reports are now used widely throughout the branch by the extended management team and in other areas of the company. The knowledge that I have gained through the workshop has enabled me to grow into my role as a performance measurement champion and I have built a reputation of being the person to talk to in how to setup and assess reports for other areas in the business, and even in other companies." - Fiona Issel, Senior Distribution Design Support Officer, Western Power

"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

TAX INVOICE | ABN 57 129 953 635

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

Who's coming?

Name: _____
 Position: _____
 Organisation: _____
 Email: _____
 Address: _____
 City: _____ State: _____ Postcode: _____
 Phone: _____
 Special Needs: _____

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

How are you paying?

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.

Tick the 2012 workshop you wish to register for:

- | | | | |
|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <input type="checkbox"/> Brisbane
May 2 & 3, 2012
(Early Bird*: Mar 23) | <input type="checkbox"/> Melbourne
May 9 & 10, 2012
(Early Bird*: Mar 30) | <input type="checkbox"/> Canberra
June 6 & 7, 2012
(Early Bird*: Apr 27) | <input type="checkbox"/> Sydney
June 13 & 14, 2012
(Early Bird*: May 4) |
| <input type="checkbox"/> London UK,
July 5 & 6, 2012
(Early Bird: May 4) | <input type="checkbox"/> Boston USA,
August 20 & 21, 2012
(Early Bird: June 22) | <i>Coming soon:</i> | San Francisco USA,
August 27 & 28, 2012
(Early Bird: June 22) |

Tick the appropriate workshop rate and number of participants:

Amounts are in Australian Dollars. GST applies to Australia only.

- Full fee registrants (after Early Bird* cut-off): _____ x \$1800_{AUD} (\$1980 with GST)
 Early Bird* registrants save 10%: _____ x \$1620_{AUD} (\$1782 with GST)
 Groups of 2 or more** save 10%: _____ x \$1620_{AUD} (\$1782 with GST)

Tick your payment method and provide details:

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 (last 3 digits on back of card): _____ Expiry Date: ____ / ____

Total Amount: \$ _____

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

Will you register by post, fax or email?

Post: PO Box 422, Samford, Qld 4520, Australia
 Fax: +61 7 3112 4116
 Email: info@staceybarr.com
 Online: www.performancemeasureblueprint.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.
 E-mail info@staceybarr.com

Workshop Recording

The workshop sessions may be recorded. Registering for this workshop is your agreement to being recorded whilst attending the workshop and to release all rights to Stacey Barr to sell these recordings at a later date.

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 do not attend the workshop or who cancel less than 2 weeks prior to the workshop either forfeit the workshop fee or can transfer to a subsequent workshop (one transfer only). To substitute, transfer or cancel, e-mail info@staceybarr.com

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 cut off dates listed to the right, with the workshop locations. We want to be fair to everyone.

** Group Bookings

The group discount 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, you might prefer to contact us about your own in-house workshop by emailing info@staceybarr.com

Who else is coming from your organisation?

Name: _____
Position: _____
Email: _____
Address: _____
City: _____ State: _____ Postcode: _____
Phone: _____
Special Needs: _____

Name: _____
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