



# PuMP® Executive KPI Workshop



*Develop outcome-oriented strategic KPIs that meaningfully monitor your organisation's success.*

## Struggling to get meaningful, results-oriented KPIs for your strategic goals?

The most common struggles Executives have with measuring their strategy are these:

- **struggling to measure a strategy that seems immeasurable** and is filled with vague words like efficient, effective, sustainable, quality, reliability and productive
- **struggling to find KPIs that meaningfully track outcomes**, not just the completion of strategic initiatives or programs
- **struggling to get people engaged in the strategic direction**, and to align their operational measures with strategy

## It's because of some bad KPI habits you may not even know you have!

**You can't measure a goal or objective that is weasely or action-oriented.** People ask this question too soon: "what should we measure?" But they should first answer the question "what are the results we're trying to achieve?"

**You won't find great KPIs by brainstorming, or hiring a consultant to tell you.** Measure Design must deliberately focus on the evidence of the results you're trying to achieve as the basis for measures that relevant, well-formed and feasible.

**If you want better measures or KPIs, you need to take a different approach.**

Clearly, the approach you're using isn't working! And if your's is like most organisations, **chances are you don't really have a true approach to performance measurement!**

Most people have taken many years to come to the realisation that brainstorming KPIs just doesn't produce a concise number of relevant, sensible and feasible performance measures.

**PuMP® is approach we use.** I created it in the mid 1990s as a deliberate solution to my own performance measurement struggles, and it has since evolved into a practical methodology used around the world by hundreds of organisations.

## How PuMP® can help you create your Strategic KPIs in 2 days...

**In a 2-day PuMP® Executive KPI Workshop, we produce a concise set of Strategic KPIs** to monitor the outcomes of your strategy: the success of your business or organisation.

Prior to the workshop, we will review your strategy for measurability, and help your Executive Team prepare for the workshop.

We use PuMP® Results Mapping to translate your strategy into measurable language (you can still keep the original language if you want).

*"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 (attended the PuMP® Performance Measure Blueprint Workshop)*



# PuMP® Executive KPI Workshop



Then we use the PuMP® Measure Design technique to systematically choose Strategic KPIs that are meaningful, relevant, cost-effective and easy for people to buy-in to. These KPIs will be clearly articulated, and ready for your analysts to detail their implementation (using the PuMP® Measure Definition template, if you choose).

Finally, we will plan your first PuMP® Measure Gallery to “socialise” your new Strategic KPIs. This engages stakeholders (including staff) to get to the know the KPIs and start the process of cascading your strategy. The Measure Gallery is renowned for building buy-in and generating excitement for performance measurement and strategy execution.

## Who should be at the PuMP® Executive KPI Workshop?

**We recommend that your entire Executive Team, including the CEO, attends this workshop.**

Active participation is the most powerful way to encourage ownership and engagement. And it's very important that your Strategic KPIs have complete support from your senior leaders.

If your Executive Team is larger than 10 members, we may need to add an additional half or full day to avoid stifling anyone's participation.

*“The Balanced Scorecard 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” for the past year...*

*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 Stigall, Director, Organization Development, Strategy, & Policy, Douglas County Government*

## Your investment... and the impact.

With your new set of powerful Strategic KPIs, you'll find it so much easier to manage your organisation for success, and to engage staff to do the same.

The PuMP® Executive KPI Workshop is often described as “we've tried for years to accomplish what we just did in 2 days” and “**this is the conversation we should have had years ago**”.

**Investment** in Australian dollars and excluding GST

**Option 1:** Preparation and delivery of your 2-day PuMP® Executive KPI Workshop by Stacey Barr \$12,000

**Option 2:** Preparation and delivery of your 2-day PuMP® Executive KPI Workshop by a licensed PuMP® Consultant \$10,000

## Terms and conditions

Payment terms are 100% on delivery of your workshop, and the terms are 14 days.

If travel is required, business class airfares and 5-star accommodation expenses will be invoiced at cost.

## For more information, or to book...

To enquire further, or to book your PuMP® Executive KPI Workshop, either call 1800 883 458 or email [info@staceybarr.com](mailto:info@staceybarr.com).

Sincerely,

Stacey Barr  
Director

[www.staceybarr.com](http://www.staceybarr.com)  
[info@staceybarr.com](mailto:info@staceybarr.com)

Phone: +61 1800 883 458