



# Stacey Barr

as your speaker



## Weasel Word Alert: Why Your Strategic Plan is Doing More Harm Than Good.

Especially for: CEOs, Senior Executives,  
Strategy & Performance  
Professionals

As a keynote or webinar: 20 to 90 minutes

As a workshop: 2 to 3 hours

### Focus

If you have strategic or business goals that sound like these, you're better off without them:

- "To improve effectiveness of organizational and individual performance to ensure independence, accountability, transparency, fairness and responsibility."
- "Introduce effective business development processes."
- "Improve sustainability and livability of communities."
- "Enhance brand power."

That's because they won't align your organisation in the same direction, they won't inspire excellence, and they won't motivate improved performance.

We need more simplicity, sharper focus and a bolder results-orientation in how we articulate strategy, if we are serious about engaging and energizing employees to transform organisational performance.

### Outcome

Delegates will learn how to write strategic and business goals that are dust-repellent!

They'll be easier to communicate clearly, easier to measure meaningfully and easier to execute with excellence.

Delegates will:

- discover why goals like these are so harmful to strategy execution and target achievement
- learn five tests to diagnose how harmful their goals actually are
- take away a few practical tips for making their goals powerful, clearer and more measurable

### Delivery

As a **keynote** a white paper will be available to download from Stacey's website, or available for the event organizer to provide printed copies.

As a **webinar** a white paper will be available to download from Stacey's website.

As a **workshop** it will provide ample time for group discussion, Q&A and exercises to apply the ideas for immediate benefit to participants. Handouts of examples and checklists will be included.

## About Stacey...

Stacey Barr is a globally recognised performance measurement thought-leader who challenges many of the long-held beliefs and bad habits people have about how performance measures ought to be chosen, created and used.

People share similar struggles with performance measurement. They can't find meaningful measures, especially for goals that seem immeasurable. They can't get staff engaged in measuring and improving performance. They don't have measures that drive lasting performance improvement. Stacey once struggled with these challenges also, and that was her inspiration for creating PuMP and sharing it with the world.

*"Stacey, I would say 'insights' would be a gross understatement of what I've learned on performance measurement from you..."* -- Jerry Stigall, Director, Organization Development, Strategy, & Policy, Douglas County Government

*"Stacey, the workshop that you ran was revelational - truly."* -- Todd MacDougall, CEO, Corcom

*"I never thought developing performance measures for the public sector organisation could be so painless, simplified and practical."* -- Charles Assey, Strategic Planning and Performance Review, Bank of Tanzania Dar es Salaam

### Contact Stacey:

www.staceybarr.com/stacey/speaking.html  
info@staceybarr.com  
61 1800 883 458