

# about Stacey Barr,

## the Performance Measure Specialist

### introduction



For the past 16 years, Stacey has specialised in organisational performance measurement, helping strategic planners, business analysts, improvement officers and performance measurement practitioners confidently lead and guide their organisation to create and use **meaningful performance measures that align with strategy and have people's buy-in**.

Over more recent years, Stacey has built – and serves – an ever-growing **international network of over 10,000 performance measurement practitioners**, whom she supports with a resource-rich website, a regular email newsletter called *Measure Up*, and regular webcast interviews and case studies with internationally recognized performance measurement experts, authors and thought-leaders.

### expertise

Stacey is the creator of **PuMP®**, the uniquely step-by-step approach to designing a performance measurement process which creates measurable KPIs that align, cascade and engage. PuMP® forms the basis of her in-house consulting & coaching programs, highly acclaimed **Performance Measure Blueprint™ Workshop** and practical how-to information on her website.

PuMP® is the answer to the myriad of struggles that organisations are still facing with performance measurement – such as **finding meaningful measures and KPIs, cascading strategy, setting up decision-oriented performance dashboards, and getting buy-in from staff** to measure and improve performance. It's an approach that compliments and dramatically improves the measure/KPI implementation of the Balanced Scorecard, and any other performance or strategy framework.



## focus

Today, Stacey's focus is on helping her fellow Performance Measurement Practitioners to master the art and science of performance measurement. She specializes in the design of performance measurement processes, developing detailed step-by-step techniques that people find easy to follow and very rewarding to use, and inspiring and engaging people in measuring what matters and improving organizational performance.

She does this through her suite of products and services:

- Her resource-rich website, [www.staceybarr.com](http://www.staceybarr.com), used by thousands of visitors every month.
- Her twice-monthly *email newsletter, Measure Up™*, which keeps her network of 10,000+ Performance Measurement Practitioners around the world up to date on the latest tips and techniques in the world of performance measurement.
- The *Measures & More Mastermind™ Program*, which connects performance measurement practitioners to international experts and thought-leaders in the organizational performance field, to learn with and from each other.
- *PuMP® How-to Kits*, available for sale and download on her website, which put the four key techniques of measuring what matters quickly and easily into the hands of people seeking immediate practical help with measuring performance.
- *Performance Measure Blueprint™ Workshop*, which teaches the basic techniques of PuMP®, her performance measurement system.
- *Performance Measure Blueprint™ Self-paced Audio Program*, a CD based learning program for people who are unable to attend a live workshop.
- *PuMP® Implementer Program*, her in-house consulting based implementation of the Performance Measure Blueprint, which she and her accredited PuMP® Consultants use with clients.
- *PuMP® Performance Measurement Practitioner Certification Program* (PuMP® Certification Program), which gives people the capability to do what a PuMP® Consultant can do, in facilitating performance measurement within their organizations.

## experience

Some of Stacey's **consulting clients** include Brisbane City Council, Energex Ltd, Ergon Energy, Gold Coast City Council, Ignite Health, Powerlink, North Coast Institute of TAFE, Queensland Department of Main Roads, Queensland Fire & Rescue



Authority, Queensland Rail, Queensland Transport, SSKB Pty Ltd, Vision Australia, Women's World Banking Ghana, WorkCover NSW, and many more.

She has publicly run over a dozen successful **Performance Measure Blueprint Workshops** around Australia and internationally, and trained more than 30 people, beyond the Blueprint, to be **PuMP® Performance Measurement Practitioners** within their organisations, including several management consultants who are now her extended consulting team.

Stacey has been invited to speak at dozens of conferences and seminars around Australia, and internationally, on the topic of performance measurement, is **www.kpilibrary.com's most popular resident Expert** and has become one of **www.bettermanagement.com's most popular webcast presenters**.

## testimonials

### Strengthened the focus in our organisation about what matters most...

"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. For example, we're now using the report template from the workshop for our **Board report**, and the **meetings we have now have doubled in effectiveness** because we're discussing the priorities. Thanks and keep up the good work!"

Todd MacDougall, CEO, Corcom (www.corcom.org.au)

### Reports are used by the management team as a tool for business improvement...

"With the knowledge that I have gained [from Stacey's workshops], 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. [This knowledge] 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. I have been able to see how the reports are used by the management team as a tool for business improvement and as a gauge for their success."

Fiona Issel, Senior Distribution Design Support Officer, Western Power



## Achieve great outcomes but also enjoy the journey...

"Stacey Barr is one of those rare individuals who combines **exceptional professionalism with all the qualities that I look for in a friend**. Since we first met two years ago, I've grown to appreciate Stacey as a trusted colleague, and manage to stay in touch with her, even though half the globe separates her office in Brisbane from mine in Berkeley. When those who attend my courses in dashboard design ask for help in learning to measure performance - something you must know how to do before you can design effective performance monitoring displays - I encourage them to consider Stacey. If you work with her, I'm confident that you'd not only achieve great outcomes but would also enjoy the journey along the way."

Stephen Few, author of "Information Dashboard Design", "Now You See It" and "Show Me the Numbers"

*Many more testimonials are available on request.*

## background

An interest and natural ability in maths lead Stacey into **tertiary and postgraduate studies in mathematics and statistics from 1987 to 1990**.

She began her career as a **research statistician with ABARE and later the Queensland Government Statistician's Office, between 1990 to 1993**.

And while that gave her a great foundation in how decision makers use (or rather misuse) quantitative information, like survey results, business metrics and statistics, being a statistician wasn't **people-oriented** enough for her.

So she took a position as the **Measurement Consultant for Queensland Rail, from 1993 to 1999**, and in that role developed a suite of skills to translate her statistical expertise into performance measurement: quality management, process improvement, group facilitation, workplace training, systems modelling, and more.

After capturing her knowledge in two books, "How to Measure Non-Financial Performance" and "Making Graphs Useful for Decision Making", she left Queensland Rail and in **1999 started her own business** as a freelance Performance Measure Specialist.

