

## PuMP Step 4: Measure Gallery

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### Step 4.1: Who needs to buy in?

Depending on how much buy-in you need, consider inviting:

- colleagues that could not be directly involved in the measurement process
- managers and supervisors
- different experts, that can give rigorous feedback about the measures or data sources
- other departments or areas of the business, that you want to influence to take the same journey you have taken

### Step 4.2: Invite; don't mandate.

Make sure you invite them, don't mandate their participation:

- Send an invitation, not an agenda!
- Let them know they can come any time the Gallery is open, and stay for as little or as long as they like
- Make sure you have something to offer them as a reward or enticement: snacks work very well

### Step 4.3: Space for dialogue.

A Measure Gallery is not a presentation or a workshop or a meeting. It's completely different. You want people talking with each other, not listening to a presentation. No PowerPoint!

# PUMP

## SUMMARY PAGE



### Where to have it

Ideas for where to set up a Measure Gallery:

- in a conference or meeting room
- around your office space
- on your intranet site (you'll need some form of interactive capability, where virtual visitors can leave comments)
- traveling road show (you take it on the road to other offices!)
- provide coaching, instructions and documents for local contacts to set it up at different sites

### When to have it

Some useful times to have a Measure Gallery include:

- after you have some draft Measure Designs
- after you have some draft Measure Definitions
- after you have a draft report to show

### What to display

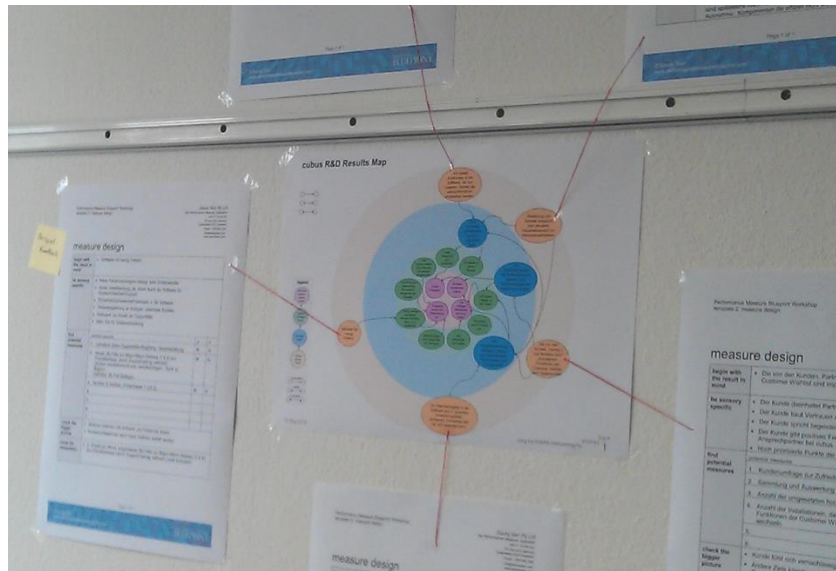
On the walls around the room, display things like:

- your business/team/department goals or objectives (whatever you're trying to measure)
- your Measurability Tests

# PUMP

## SUMMARY PAGE

- your Results Maps
- your filled out Measure Design templates
- your filled out Measure Definition templates
- examples of charts showing your measure trends



### How to display it

Some tips for making sure your Measure Gallery flows well:

- have 2 to 3 sets of your material, and devote a wall to each set (this will ensure as people move around the room, they don't have to crowd around the same set of info)
- make sure there is enough walking space, so remove tables and chairs if possible
- include some fun: snacks, tea and coffee
- give visitors a wad of post-it notes and a pen, so they can write their feedback and ideas anywhere

### Step 4.4: The right people will come.

Do not measure the success of your Measure Gallery by the number of people that come! It's about the quality of the feedback and the experience that your visitors have as they discuss measures with you.

It might only take one person to be engaged, that will cause a ripple effect in getting others engaged too.

# PUMP

## SUMMARY PAGE

Generally though, quite a lot of people are likely to turn up to your Measure Gallery.



### Step 4.5: Gather feedback & use it.

The feedback you gather from visitors to your Measure Gallery is valuable to:

- improve your Results Map – fill in what’s missing, clarify language, trim down to highest priorities
- improve your measures – ideas you hadn’t considered, which measures seem most relevant
- improve your Measure Definitions – ideas for data sources, testing the best owners, better ways to calculate the measure values