



Stacey Barr

In-house Performance Measure Blueprint Workshop



Engage your colleagues in measuring performance meaningfully and easily (and enjoyably, too!)

The power of great measures is they focus people on the results that matter most.

Focus makes it easier and faster to get real improvements in performance.

But most organisations and companies don't have the power of great measures...

That's because they are still held down by the exhausting struggles people most often have with performance measurement:

- **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 good performance measures** that meaningfully track results, not activity
- **struggling to get people engaged in measurement**, so they buy-in and have ownership of their measures to improve performance

You cannot get great measures by doing the same things you always have done. To get great measures, you need to take a fresh approach, an approach that knows about those struggles and how to avoid or overcome them.

This is the easy and fun way to get great performance measures...

An in-house Performance Measure Blueprint Workshop will give your team unprecedented practical know-how in each step of measuring performance, *without* the struggle!



It will equip them with techniques to create performance measures that align to strategy, are meaningful, they feel a high sense of ownership for, and will drive

fundamental improvement.

At the Performance Measure Blueprint Workshop, you and your colleagues will:

- **Discover the how-to tools and techniques** that will put a stop to virtually all the struggles you are having with performance measurement now
- **Practice the tools and techniques** so you all go back to work knowing exactly how to implement what you learn, in your own parts of the business
- **Make headway on your business plans and measures** during the workshop, as opposed to a traditional training event that is only about the theory
- **Connect with each other as a community of practice**, and continue to support each other to implement great performance measures back at work
- **Develop your own capability in measuring** and improving what matters to you, rather than relying on consultants who don't understand your business, or who keep churning out measures and dashboards that just don't fit your strategy and culture

Who should you invite to your in-house Performance Measure Blueprint Workshop?

Executives, managers and other leaders set the direction and encourage the engagement of their staff in measuring and improving the right things. It's true that Executives and Managers rarely get involved in the middle part of the performance measurement process (the data, analysis and reporting steps). But they most certainly need to be involved at the start, in setting measurable goals and designing meaningful measures. And they are also involved at the end, in interpreting and using the performance measures to prioritise improvement initiatives.

"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

Strategic Planning and Performance Measurement Officers facilitate the entire process of creating, implementing and using more meaningful performance measures for managers and staff throughout your company or organisation. And they'll likely be the in-house "help desk" for performance measurement too.



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They will ultimately become your masters of performance measurement, and custodians of your corporate-wide performance measurement system.



"The BSC 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 plus from your self study to last november's PuMP in San Francisco... 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

Business Analysts and Reporting officers work within specific steps of the performance measurement process, mostly collating and analysing data and presenting performance information in reports. They need easy-to-follow measurement techniques that simplify what has traditionally become a very cumbersome and thankless task. But they also find it useful to see the context of the entire end-to-end measurement process to appreciate the important role they can play. Ultimately, they will provide invaluable support to the Strategic Planning and Performance Measurement team in implementing a standardised measurement approach corporate-wide.



"Before I attended the workshop, I was reacting to requests for performance reports... 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 though 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..." -- Fiona Issel, Senior Distribution Design Support Officer, Western Power

Project Managers, Performance Improvement Officers and select staff use performance measurement activities within their day to day work or improvement projects. They want simpler steps to save time and angst in deciding what to measure, getting the data and reporting it without fuss so they can use it.

"Stacey, first I want to tell you how much I've enjoyed the class. It's been a real eye opener for me. I'm a member of a project that is trying to shift our culture. I had to laugh however; this team just had big boards

created with our mission statement and values. The mission statement is: To engage and grow a raving fan base. That's it. No real explanation. When I asked the project lead how she thought we would know if we were successful, she said, 'I was hoping everyone just felt better about things' and then she grinned. I have a meeting with her tomorrow to introduce her to PuMP." -- Kim Smyly, Missouri USA

Learn the performance measurement process, hands-on and step-by-step...

The 2-day workshop covers the following topics using a format of discussing the problems, introducing the PuMP® technique that solves those problems, examining a case study to explore how the technique is applied and then spending hands-on time to practice using the technique on your own business goals and measures.



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| Session 1:
Performance measurement is a process , not an event. | We discuss the problems with performance measurement and how we can solve them by thinking about performance measurement as a process, and how PuMP® can improve that process to overcome the problems. |
| Session 2:
Results Mapping
– How to make your strategy measurable | We explore why it's so hard to measure the right things, how to know if a strategy (i.e. your goals, objectives or priorities) is measurable enough, and how the PuMP® Results Mapping technique can make strategy measurable. |
| Session 3:
Measure Design
– How to select meaningful & feasible performance measures. | We review the traditional approaches people take to selecting measures and why they fail, and then see how the PuMP® Measure Design technique is a much more effective approach to find measures that are meaningful, relevant, cost-effective and easy for people to buy-in to. |



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Session 4: Measure Gallery – How to help people buy-in to performance measures.

There are some very specific reasons why people don't buy in to performance measures which we will explore, and we'll see how the PuMP® Measure Gallery technique can build buy-in and generate excitement for performance measurement.

Session 5: Measure Definitions – How to detail the implementation of your measures.

We talk about the causes behind why so many measures are never brought to life (i.e. never get reported or used) and how the PuMP® Measure Definition technique is so useful for specifying exactly how each measure should be implemented.

Session 6: Reporting Measures – How to design useful and usable performance reports.

We'll look at why typical performance reports are next to useless, and examine how the PuMP® Report Design technique quickly and easily produces useful and usable performance reports and graphs that answer the 3 fundamental questions that any performance report should answer.

Session 7: Using Measures – How to interpret measures to improve performance.

It's so easy to misinterpret performance measure signals and the risk of doing this is higher than most people expect. So we'll follow the PuMP® Using Measures technique to lay out the process for how to interpret performance measures, and learn the most powerful graphical method for highlighting the real signals in each measure.

Session 8: Integrating your Performance Measure Blueprint into "normal business management".

The role of performance measures in business/organisational management has implications for how you embed the PuMP® techniques into your organisation, without it feeling like you have to "bolt on" a whole new process for measuring and managing performance.

And we can make it even more valuable, by tailoring the workshop to your unique needs.

Our first step will be to have a conversation ahead of your workshop to tailor the content for your purposes.

Then we send a short audio-message to your participants, to give them an orientation to what the workshop will be like, how to prepare to get the most out of it, and a chance to ask questions in advance.

What does it cost, and what do you get?

Pricing for the delivery of the Performance Measure Blueprint Workshop includes:

- A review of your current strategic and/or operational plans, existing performance measures and performance report, to customize the workshop examples and exercises so participants easily relate to the workshop and can make immediate progress on their performance measures.
- A workbook for each participant and a CD of electronic tools, including PowerPoint slides, templates, case studies, and technique checklists that make it easier to apply their learning both during the workshop and back at work.
- If there will be more than 25 people attending your workshop, you have the option for an Assistant PuMP Consultant to help in providing one-to-one coaching to workshop participants during the hands-on activities. You won't be charged any extra for their time, but you will need to cover their travel costs.

Price per person in Australian dollars and excluding GST

<i>For your reference, the full price of attending a public PMBW</i>	<i>\$1,800- \$2,200</i>
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Option 1: Stacey Barr as instructor, for 10* to 25 people (35% saving)	\$1,170
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Option 3: PuMP Consultant as instructor, for 10* to 25 people (45% saving)	\$990
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Postage of training workbooks, flexible economy class travel and 5-star accommodation expenses to deliver the workshop in your chosen location, if outside Brisbane.	actuals will be invoiced
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It's all about YOU.

The Performance Measure Blueprint Workshop helps you get as much learning as you can with a relatively low time investment from your colleagues.

Terms and conditions

* If your workshop will be within Australia or New Zealand, the minimum number we quote for is 10 people. If your workshop will be outside Australia and New



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Zealand, the minimum number we quote for is 18 people. Of course you can still have fewer than these minimum numbers, but you will be invoiced for the minimum numbers.

The maximum number of participants is 25 for any workshop. If you need the workshop for more than 25 people, please let us know and we can recommend how to make this possible without compromising the learning each person gets.

Payment terms are 50% on confirmation of your booking, and the remaining 50% due on delivery of your workshop.

Invoices will be issued for both these payments, and the terms will be 14 days. If you (or any representative of your organisation) cancel the workshop after the first payment, a fee to cover costs incurred may be retained. If the number of participants reduces after the first payment, there may be no reduction in fee. If the number of participants increases, an additional fee will be quoted to you.

For your peace of mind, I am covered by Professional Indemnity insurance to the value of \$5,000,000 and Public Liability insurance to the value of \$10,000,000.

What you'll need to arrange...

While we take care of the delivery of the workshop (including a laptop, data projector and preparation and printing of workshop materials for participants), you have the option to take care of a few things too:

- the workshop venue (we recommend an off-site venue, because of the highly disruptive interruptions that happen when the workshop is in your offices)
- catering at the workshop (for morning tea, lunch and afternoon tea breaks)

- getting participants to the workshop.

If you'd like us to organise the venue, equipment and catering, we can provide you with an additional quote.

The next step?

If you feel excited about having your own tailored in-house Performance Measure Blueprint Workshop for your colleagues, simply fill out the attached booking form, fax it to us at +61 7 3112 4116, and we'll contact you within 2 business days to:

- confirm your booking;
- provide a more formal quote, if required;
- schedule your workshop; and
- schedule a phone meeting to tailor the workshop examples and activities.

If you have any questions or additional requirements, or if you'd like to book a phone meeting with me before booking your workshop, please email my team at info@staceybarr.com with your questions or suggested times that I can call you. We want to help.

Sincerely,

Stacey Barr
Director

See booking form over the page...



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In-house Performance Measure Blueprint Workshop Booking Form

Please fill in and fax to +61 7 3112 4116

Contact Name: _____

Position title: _____

Organisation: _____

Section/Dept: _____

Email: _____

Phone number(s): _____

No. of participants: _____

Describe a little about who these participants are:
(e.g. their roles, challenges, goals)

Preferred dates:
(please provide 3 options)

1. _____

2. _____

3. _____

Preferred location: _____

Preferred instructor: Stacey Barr PuMP Consultant Don't mind

Quote required? yes no

Anything else?
