

PUMP

BLUEPRINT ONLINE PROGRAM

DETAILS & MEMBERSHIP REGISTRATION

REAL SUCCESS IS MEASURABLE

High-performing organisations fulfil their mission, achieve their vision, reach targets that matter, and do this sooner and with less effort. They have a performance culture, of people fully engaged in their contribution to the organisation's success. Measuring performance, meaningfully, is an essential cornerstone to success.

BUT WE STRUGGLE WITH MEASURES

Our struggles with measuring performance are, surprisingly, universal. They transcend organisation size, industry, sector, and even country. The most common struggles, from our research, are:



IT'S BECAUSE OF BAD KPI HABITS

These struggles are due to bad habits that, in the absence of a true performance measurement approach, have become common practice. Some are:

- Writing goals with "weasel words"
- Using measures to judge people
- Brainstorming KPIs and measures
- Rushing too quickly to fancy dashboards
- Knee-jerk reacting to measure values
- Looking for quick-fixes to hit targets

WE NEED A PERFORMANCE CULTURE

We can't wait until we have a performance culture before we focus on measuring performance. Good performance measurement is what builds a performance culture:

- It starts by replacing fear of judgement with a passion for learning how to lift performance.
- Then, we set clearer goals, measure them meaningfully, at all levels of the organisation.
- Now, we have useful information for evidence-based decisions that improve performance.
- This becomes a natural part of how we work, we reach stretch targets, and we lead our industry.
- We become a high-performance organisation, because what we aim for, we achieve.

To build a performance culture, our bad KPI habits must be unlearned, and replaced. The PuMP® Blueprint is the easy, fast and engaging way to replace them.

THE PUMP BLUEPRINT WORKS

PuMP is a practical and logical 8-step process to choose, create and use measures to drive high-ROI improvement:



Archimedes said "Give me a lever long enough and a fulcrum on which to place it and I shall move the world." The 'world' is our mission, vision and goals. The lever is our strategic initiatives. The fulcrum – what makes the leverage possible – is meaningful measurement.

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WHAT IS AN ONLINE PROGRAM?

The PuMP Blueprint Online Program is a series of convenient, step-by-step, action-oriented online webinar-based lessons. These lessons are available to you 24 hours a day, 7 days a week, and you have lifetime access.

"PuMP is a great programme, it's making it very easy for us to develop meaningful measures for our organisation." -- Amanda Kent, Public Service Department, New Zealand

HOW DOES IT WORK?

We make sure you have all the resources you need to immediately start applying what you learn as you pace yourself through the program:

- 10 Practical How-to Lessons to give you the step-by-step techniques to measure what matters, in an interactive and engaging style, including voice and PowerPoint slides.
- A detailed workbook for each lesson, with the PowerPoint slides, checklists, detailed reference notes and examples.
- A detailed case study we examine throughout the program and you can download to guide your own implementation.
- Practical implementation activities which Stacey will provide to you in clear written instructions after each lesson.
- Video recordings of each lesson, including audio and PowerPoint slides and demonstrations of how to use the various templates.
- Audio recordings of each lesson that you can download, in case you prefer to listen offline.
- Bonus resources to support your learning, including reading lists, blog posts, expert interviews, and more.
- A lifetime membership to the Program Website where you have plenty of time to learn online at your own pace, download templates and

examples and bonus tools to use with your team and make measuring what matters easy and fast.

THIS PROGRAM IS PRACTICAL.

The program guides you through the exact steps you'll follow to implement PuMP back at work. There is a module for each of the eight steps of PuMP, which includes all the instruction and resources you need to support your learning and implementation:

- Comprehensive reference workbooks that will support your implementation back at work.
- A case study demonstrating the full application of the PuMP techniques, to model and inspire.
- All the time-saving templates and tools to use as you involve your colleagues in implementation.
- Clear instructions to implement what you learn as you learn it, step by step.
- Free membership in the international PuMP® Community, to boost your implementation.

"Your PuMP methodology is the most comprehensive and pragmatic performance management methodology published today." -- Jack Spain, Director of Strategy & Business Development, SchoolDude, USA

You can easily get a 10-fold return on your investment in PuMP within 6 months of starting your PuMP Blueprint Online Program. Implement just one performance measure and use it. And it will just be the beginning.

"When we started using the PuMP® process it was explained to us that we could identify a deficiency and we weren't going to be chastised if we didn't meet targets ... But we were able to realise our productivity gain of 43 days savings from a 64 day average down to a 21 day average [in reducing the time to place training failures into new positions]. We invested probably \$10,000-\$12,000 and got back close to half a million dollar gain." -- Steve Silvers Employee Services Team Manager, Federal Aviation Authority, USA

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After that, you become the next pebble in the pond to send ripples of better KPI practice through your organisation. And bigger and lasting performance improvements are the result.

"The PuMP process is amazing. It is addressing problems that I have experienced for over 10 years with performance and measurement projects and now that I have been moderately educated I can see (almost daily) where co-workers and partnering organizations are setting themselves up to fail with bad measurement habits. I've turned into the office PuMP evangelist." -- Karen Howard, local government, California, USA

"Firstly I would just like to say thank you for the PuMP course... For me personally it filled in some knowledge gaps around the 8 step process, clarified some areas we were missing that simplify and facilitate the process and finally the piece around XmR charts was a bit of a Eureka moment for me around how to get a focus on driving performance rather than reporting in a simple way." -- Justin Maggs SBF Expert Practitioner, Severn Trent Water

BECOME PUMP CERTIFIED

After completing the workshop, you can choose to take the PuMP Certification exam, to gain international recognition through APMG. A certificate and digital badge are provided on your successful achievement of a 75% score.



Taking the exam is a quick, easy and fun way to review what you learned at the workshop and increase the likelihood you'll apply PuMP successfully at work.

YOUR PRESENTER IS STACEY BARR

Stacey Barr is a globally recognised specialist in organisational performance measurement. She discovered that the struggles with measuring business performance are, surprisingly, universal. Such as hard-to-measure goals, trivial or meaningless measures, and no buy-in from people to measure and improve what matters.



Stacey created PuMP to solve these struggles. PuMP is a deliberate performance measurement methodology that makes measuring performance faster, easier, engaging, and meaningful.

Her content appears on [Harvard Business Review's website](#) and in their acclaimed ManageMentor Program. And Stacey is also author of:



"I cannot speak highly enough of Stacey and her Performance Measure Blueprint. There is a lack of good quality performance measurement training in Australia and I highly recommend Stacey's training as the best in the business." -- Melinda Varley, Director Business Performance Management, Australian Public Service

"Your style and materials are very approachable, and you explained everything so clearly that I never felt baffled... The course is really designed with the learner in mind." -- Vicky Stanbridge, Principal Adviser in a government organisation, New Zealand

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THE 10-PART ONLINE PROGRAM:

INTRODUCTION

We discuss the problems with performance measurement and how to solve them by thinking about performance measurement as a process.

STEP 1: UNDERSTANDING MEASUREMENT'S PURPOSE

We start with the PuMP® Diagnostic to help your Measures Team understand what good measurement means, and how to do it properly to avoid the most common struggles and problems.

STEP 2: MAPPING MEASURABLE RESULTS

We explore why it's so hard to measure the right things, how to test if a goal is measurable enough and fix it using the PuMP® Measurability Tests, and how the PuMP® Results Mapping technique makes strategy easier to understand and measure.

STEP 3: DESIGNING MEANINGFUL MEASURES

We review the traditional approaches people take to selecting measures and why they fail, and then see how the PuMP® Measure Design technique produces measures that are meaningful, relevant, cost-effective and easy for people to buy-in to.

STEP 4: BUILDING BUY-IN TO 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.

STEP 5: IMPLEMENTING MEASURES

We talk about why so many measures are never brought to life and how the PuMP® Measure Definition technique is so useful for specifying exactly how each measure should be implemented.

STEP 6: INTERPRETING SIGNALS FROM MEASURES

It's so easy to misinterpret performance measure signals, and frighteningly, most people do. So we'll follow the PuMP® Measure Interpretation technique to make interpretation of performance measures easier, valid and incredibly insightful.

STEP 7: REPORTING PERFORMANCE MEASURES

We look at why typical performance reports are useless, and discover how the PuMP® Report Design technique quickly and easily produces performance reports that answer the 3 essential performance questions.

STEP 8: REACHING PERFORMANCE TARGETS

The role of performance measures is to improve performance more easily, quickly and economically. The PuMP® Using Measures technique shows how to use performance measures to get the highest leverage improvements.

PUTTING PuMP IT INTO PRACTICE

We'll close the program by focusing on how to start implementing PuMP® to choose, create and use your first meaningful performance measures, in a way that brings quick success.

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IS THIS PROGRAM FOR YOU?

Executives and other leaders who set the direction and encourage staff to measure and improve the right things.

"Stacey, the workshop that you ran was revelational - truly. As a result, it's strengthened the focus in our organisation about what matters most." -- Todd MacDougall, CEO, Corcom

Strategic Planning and Performance Measurement Professionals who facilitate the entire process of creating and using meaningful performance measures.

"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 who work within specific steps of the performance measurement process, collating and analysing data and presenting performance information in reports.

"The knowledge that I have gained through the workshop has enabled me to grow into my role as a performance measurement champion." -- Fiona Issel, Senior Distribution Design Support Officer, Western Power

Project Managers, Performance Improvement Officers and Consultants who use performance measurement in their day to day client work or improvement projects.

"We've just started doing workshops with each department using the 'How to design meaningful performance measures' templates and so far they are working great. Thinking about the end in mind first and allowing time to really think about what the KPI would look and feel like really seems to be getting people thinking. We have come up with some great objectives and measures. Thank you for such an easy to understand and useful tool." -- Justine Fisher, Business Analyst, Queenstown Lakes District Council, New Zealand

WHAT TO EXPECT WHEN YOU REGISTER...

As soon as your registration and payment have been processed, we'll be in touch personally to help you:

- Set up your membership on the program website
- Access the recorded lessons and find your way around the program website
- Use the lesson dashboard to keep track of where you're up to

The screenshot shows a vertical list of lessons on the left side of a dashboard. The first lesson, 'INTRO', is highlighted with a blue circle and a vertical line. To the right of the lessons, there are two lesson cards. The first card is for 'Introduction: Performance Measurement is a Process'. It includes a 'GO TO LESSON' button and a 'COMPLETE' status with a checkmark. The second card is for 'Step 1: Understanding Measurement's Purpose', also with a 'GO TO LESSON' button and a 'COMPLETE' status with a checkmark. The third card, 'Step 2: Mapping Measurable Results', is partially visible at the bottom.

And remember, you have lifetime access to the PuMP Blueprint Online Program, 24 hours a day and 7 days a week. It's up to you when you access each lesson and implement it.

FOR MORE INFORMATION...

If you have any questions, please email us at info@staceybarr.com

Register **online** at performancemeasureblueprintonline.com or **offline** via our registration form, attached.

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LIFETIME MEMBERSHIP REGISTRATION FORM

TAX INVOICE | ABN 57 129 953 635

Confirmation of your registration will be provided within 5 business days.
Australia: When filled out, this form is your Tax Invoice for GST purposes.

STEP 1: YOUR DETAILS (ADD ADDITIONAL REGISTRANTS OVER THE PAGE)

Name: _____
Position: _____
Organisation: _____
Email: _____
Address: _____
City: _____ State: _____ Postcode: _____
Phone: _____

STEP 2: TO REGISTER, YOU MUST AGREE TO THE TERMS & CONDITIONS

I have read & agree to the terms & conditions, to the right.

STEP 3: HOW MANY PEOPLE ARE YOU REGISTERING?

Full Fee: \$1800 AUD (\$1980 with GST)
 Group rate** for 2 to 5 people: _____ x \$1530 AUD (\$1683 with GST)
 Group rate** for 6 or more people: _____ x \$1260 AUD (\$1386 with GST)

STEP 4: WHICH PAYMENT METHOD?

Payment prior to access to the program is mandatory. Australians, use rates with GST included as above.

Coupon code (if applicable): _____

Credit card: Visa MasterCard AMEX

Card Number: _____

CVV: _____ Expiry Date: ____ / ____ Total Amount: \$ _____

Name on Card: _____

Signature: _____

Direct Debit for: \$ _____ BSB: 064105 Account: 1028 5300 SWIFT: CTBAAU2S

STEP 5: SEND YOUR REGISTRATION FORM BY EMAIL

Email: info@staceybarr.com

TERMS & CONDITIONS

REGISTRATION IS FOR ONE PERSON ONLY

Your registration for the program entitles you to access the lessons and resources. You may not allow access to any other person via your membership. They must pay to register themselves independently.

CANCELLATION POLICY

You may make substitutions or cancel your registration at any time prior to setting up your membership on the program website. After you have set up your membership, there can be no substitutions.

No refunds are given for registrants who do not complete the program or who fail to commence the program after 2 weeks following payment. To substitute or cancel, e-mail info@staceybarr.com

PROGRAM CHANGES

Stacey Barr reserves the right to alter the content and resources of the program to keep it in line with ongoing development of PuMP. All efforts will be made to contact each registrant if changes occur.

** GROUP BOOKINGS

To qualify for the group discount, you must register and pay for all people in the same booking, and they must be from the same organisation.

INTELLECTUAL PROPERTY

Your use of PuMP® is for internal facilitation and personal use only. Any other use of PuMP® requires permission from Stacey Barr.

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LIFETIME MEMBERSHIP REGISTRATION FORM

STEP 6: WHO ELSE IS REGISTERING?

Copy this sheet and attach as many as required

Name: _____
Position: _____
Email: _____
Address: _____
City: _____ State: _____ Postcode: _____
Phone: _____

Name: _____
Position: _____
Email: _____
Address: _____
City: _____ State: _____ Postcode: _____
Phone: _____

Name: _____
Position: _____
Email: _____
Address: _____
City: _____ State: _____ Postcode: _____
Phone: _____