

PUMP

BLUEPRINT WORKSHOP

2017 IN-HOUSE WORKSHOP PROGRAM DETAILS

GET THE BLUEPRINT FOR A HIGH-PERFORMANCE ORGANISATION.

The PuMP Performance Measure Blueprint Workshop ends your KPI struggles and makes measuring what matters easier, faster and more engaging.

With PuMP, you'll reach more targets (that matter), reach them sooner and with less effort, and get a higher rate of return on every improvement initiative. You'll naturally build a performance culture, where people are fully engaged in the part they play in fulfilling the mission and pursuing the vision.

"PuMP is a well-thought out and tested method that, if implemented with fidelity, has the potential to transform organizations into performance-oriented and evidence-driven teams that optimize impact."

Veronica Smith, MSEE
Managing Director, data2insight, USA

YOUR STRUGGLES WITH PERFORMANCE MEASUREMENT ARE CAUSED BY BAD KPI HABITS.

Most of us – executives, managers, strategy or performance professionals, and analysts – struggle to measure what matters, well. We struggle to:

- Easily find meaningful measures

- Get true buy-in to performance measurement
- Strongly align measures to strategy
- Use measures to improve and reach targets

These struggles are due to some bad habits that, in the absence of a proper performance measurement methodology, have become common practice. Some of the bad KPI habits are:

- Brainstorming KPIs and measures
- Writing goals with words like effective, efficient, sustainable, reliable, quality...
- Not letting people participate deeply in developing measures
- Interpreting performance by comparing this month to last month

Too many people are held accountable for hitting targets that are meaningless or outside their influence. Measuring performance should be a natural part of everyone's job, but not like this. Measures are tools in our hands, not rods for our backs.

If you want performance measures that give you the power to dramatically improve performance, you must unlearn these bad KPI habits. The PuMP® Blueprint Workshop will give you deliberate and practical steps that have been proven to work, around the world, for almost two decades.

"The PuMP process is amazing. It is addressing problems that I have experienced for over 10

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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

BUILD A PERFORMANCE CULTURE THROUGH GREAT PERFORMANCE MEASUREMENT PRACTICE.

We don't build high-performance organisations overnight. But they do grow out of deliberate practice in performance management. So don't wait until you have a performance culture before you focus on measuring performance. It's good performance measurement that grows a performance culture.

STAGE	CHALLENGE	KEY to SUCCESS	ROI	FOCUS
Leverage	Inertia	<i>Causes, not symptoms</i>	1000 x	Execution
Insight	Transparency	<i>Feedback, not failure</i>	200 x	Reports
Knowledge	Tampering	<i>Signals, not noise</i>	100 x	Analysis
Decision	Whirlwind	<i>Details, not assumptions</i>	50 x	Data
Ownership	Accountability	<i>Buy-in, not sign-off</i>	25 x	Buy-in
Feedback	Subjectivity	<i>Measures, not milestones</i>	5 x	Evidence
Results	Vagueness	<i>Clearly, not weasely</i>	1 x	Goals
Control	Fear	<i>Learning, not judgment</i>	< 0 x	Purpose

The growth starts with a strong focus on the purpose of high-performance, replacing fear of

judgement with a passion for learning how to lift performance.

Then, we get better at setting clearer goals, measuring them meaningfully, and engaging everyone in the right ways and at the right times. We have useful and usable information to make evidence-based decisions that produce high-ROI performance improvements.

As our evidence-based decision making gets better and becomes a natural part of how we work, we find more and more leverage to improve performance, reach stretch targets, and lead our industry. We become a high-performance organisation, because what we aim for, we achieve.

"Your PuMP methodology is the most comprehensive and pragmatic performance management methodology published today."

Jack Spain
Director of Strategy & Business Development
SchoolDude, USA

THE PUMP BLUEPRINT

People's struggles with measuring performance are, surprisingly, universal. They transcend organisation size, industry, sector, and even country.

PuMP comes from 20 years of research, of thousands of people world-wide, of the struggles they have with performance measurement.

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We solve our struggles by replacing their causes, the bad KPI habits, with practices that work. We can't get leaner, get fitter, have more energy, think more clearly, live longer, AND keep the bad

habits that are stopping us from having these results now. The bad habits have to be replaced. And PuMP does that.

There are eight steps in the PuMP Blueprint, and these 8 steps flow together in a deliberate process that makes it logical and easy to redesign and revamp your own performance measurement approach.

The emphasis is on practical techniques and templates, real-life case studies, and time for you to practice with support from experts. You will:

- Make your strategy measurable and easier to communicate and cascade



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- Select and design performance measures that are meaningful, quantitative, and feasible
- Get buy-in from staff and stakeholders to own performance measurement and improvement
- Bring your measures to life in a consistent way, using the right data and with the right ownership
- Design insightful and actionable reports and dashboards that focus discussion on improvement
- Clearly see the real signals from your measures about whether performance is improving or not
- Convincingly hit your performance targets, and make measurement about transformation, not about blame or covering your bum

"Firstly I would just like to say thank you for the PuMP course you ran in London. 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

THE PUMP BLUEPRINT WORKSHOP GIVES YOU KNOW-HOW + CAN-DO.

You can easily get a 10-fold return on your investment in PuMP® within 6 months following your workshop. 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

When you learn and practice PuMP, you become the next pebble in the pond to send ripples of better performance measurement practice out through your organisation. And bigger and lasting performance improvements are the result.

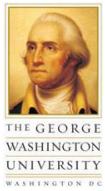
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YOU CAN PROVE YOUR KNOW-HOW IN PUMP, WITH CERTIFICATION.

The PuMP® Performance Measure Blueprint is certified by the George Washington University College of Professional Studies and the Balanced Scorecard Institute.



PuMP® Certification demonstrates your ability to develop performance measures that are meaningful, aligned to strategy, implemented efficiently and focused on driving performance improvement.

After completing the workshop, you can take the PuMP® Certification exam, online. You'll have a one hour time limit to answer 40 questions, and you'll get your score immediately.

A score of 75% is needed to pass. We will send out your official certificate within 6 weeks of your passing the exam.

PUMP'S CREATOR, STACEY BARR.



Stacey Barr, the Performance Measure Specialist, is the creator of the PuMP® methodology. She has specialised in organisational

performance measurement since 1993, and this workshop is the culmination of all her learning, research, testing and innovation.

"The workshop was brilliantly paced - normally on other full day workshops one can struggle to retain attention whereas at PuMP the pace was a good mix of listen, learn and apply steps, then break cycle. The experience I had reflects the feedback I have read of predecessors with me feeling fired up and champing at the bit to get on."

Steve Holley MBA BEng
Head of ICT Customer and Business Support
Gloucestershire Hospitals NHS Foundation Trust



ALL THE TOOLS YOU NEED FOR A SUCCESSFUL IMPLEMENTATION.

Because this workshop is so practical, you'll head back to work with all the knowledge, tools, experience and inspiration you need to put what you learn into immediate and successful practice. The resources we give you are there to support your implementation, not just your learning:

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- A comprehensive reference workbook includes the PowerPoint slides, examples, worksheets and checklists to help you apply what you learn throughout the workshop.



- A case study demonstrating the full application of the PuMP® techniques, to model and inspire.
- All the time-saving templates and tools to use with your colleagues as you involve

THE 2-DAY WORKSHOP PROGRAM:

Both days start promptly at 9am and will finish by 5pm.

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

them in performance measurement activities.

- Free membership in the online PuMP® Community, filled with extra resources to help you implement PuMP® and implement it well.

"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

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.

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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 IT INTO PRACTICE

We'll close the workshop 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.

YOUR FACILITATOR: MARK HOCKNELL.

Mark joined the PuMP® Consultant team in 2007. He is licensed to use PuMP in performance measurement consulting, and also teach in-house PuMP Blueprint Workshops.



Mark has worked with more than 40 organisations from the 'C' level to the operational team level to implement performance management and measurement process and practice. He has applied the PuMP methodology to the full range of organisations – from asset intensive utilities, local authorities, non-profits, state and federal government departments/agencies to large manufacturers and small-to-medium sized businesses.

While Mark regularly teaches the in-house PMBW, his focus is on PuMP implementation and supporting organisations of all sizes to get the most out of measuring the right things. To support his implementation skills, Mark has more than 10 years' experience as a management consultant, and previously 15 years in corporate management. He holds an MBA, change management qualifications and is a Net Promoter Certified Associate.

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IS THIS WORKSHOP FOR YOU?

Executives and other leaders set the direction and encourage staff to measure and improve the right things. They need to be involved at the start, setting measurable goals and meaningful measures. And they need to be involved at the end, interpreting and using measures to prioritise 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 Professionals facilitate the entire process of creating, implementing and using more meaningful performance measures for managers and staff throughout your company or organisation. They need to be the masters.

*"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"... **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



Business Analysts and Reporting Officers work within specific steps of the performance measurement process, collating and analysing data and presenting performance information in reports. They find it useful to see the end-to-end measurement process to appreciate the role they play in implementing a standardised corporate approach.

*"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. The knowledge that I have gained though **the***



workshop has enabled me to grow into my role as a performance measurement champion..."

Fiona Issel, Senior Distribution Design Support Officer, Western Power

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Project Managers, Performance Improvement Officers and Consultants use performance measurement in their day to day client work or improvement projects. They want simpler steps to save time and angst in deciding what to measure, getting data and reporting it.



"So far this training has met and exceeded my expectations! I am a program evaluator by training and specialize in data visualization. I learned about Stacey from Stephen

*Few at a training of his last year and am so glad that he referred me to you. **This process will enhance the work I am doing right now with my clients.**"*

**Veronica Smith, MSEE, Managing Director,
data2insight (www.data2insight.com)**

EVERYTHING YOU NEED TO IMPLEMENT PUMP IS INCLUDED.

Since 2005, the PuMP® Performance Measure Blueprint Workshop has been refined and improved toward the ultimate goal of making your implementation of what you learn easier, faster and far more successful than typical training workshops:

- A review of your current strategic and/or operational plans, existing performance measures and performance report, to tune the focus of the workshop so participants easily relate to the concepts and can make immediate progress on their performance measures.
- A Reference Workbook for each participant, including templates, case studies, and technique check lists that make it easier to apply their learning during the workshop and back at work.
- Lots of time during the workshop to practice applying each PuMP® step on a rich (and real-life) case study, that helps participants focus on applying the PuMP techniques without the added effort and distraction of trying to figure out their own stuff.
- An optional 3rd day that is 100% implementation of PuMP® on your own goals and measures so that participants can really get their hands dirty and build their confidence and skill in using PuMP on their own work-related performance.
- A casual and interactive learning atmosphere where participants are welcome to ask questions and share relevant experiences for everyone to benefit from.

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PRICING IS BASED ON THE NUMBER OF PARTICIPANTS.

The more people you have with performance measurement capability, the faster and easier it becomes to reach your strategic and operational targets. You build a stronger performance culture that gives you more leverage.

The return on your investment in performance measurement is **the speed and size of performance improvement is far greater than without the use of good measures.**

Price **per person** in Australian dollars and excluding GST

For reference, the full price of the public PuMP Blueprint Workshop is: \$2,200

Option 1: Delivery of your 2-day PuMP® Blueprint In-house Workshop for 12 to 35 people. (45% saving) \$1,400

Option 2: Option 1 plus an "Implementation Day" immediately following the workshop, for participants to develop their own new measures, as Stacey guides and mentors them. \$1,800

Shipping of training workbooks to your location, fully flexible economy class airfares and 4-star accommodation expenses for 3 nights to deliver the workshop in your chosen location, if outside Brisbane. actuals will be invoiced

TERMS AND CONDITIONS

WORKSHOP SIZE

The minimum number of workshop participants is 12 for workshops in Australia or New Zealand. The minimum number is 25 for all international workshops. Of course you can still have fewer than these minimum numbers, but you will be invoiced for the minimum numbers.

The maximum number is 35 with one PuMP trainer. But if you wish to have more participants, we can arrange for a second trainer to assist. This will incur additional travel expenses.

PAYMENT TERMS

Payment terms are a non-refundable \$5000 deposit to secure your booking, and the remaining balance, based on actual participants, is then 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 of the \$5000 deposit, there is no refund of this amount.

INSURANCE

Our Professional Indemnity insurance is to the value of \$5,000,000 and Public Liability insurance to the value of \$10,000,000.

INTELLECTUAL PROPERTY

Certification and training in PuMP® is for internal facilitation and personal use only. Any other use of the PuMP® methodology, such as teaching groups or selling to clients, requires permission from Stacey Barr.

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WHAT YOU'LL NEED TO ARRANGE...

While we take care of the delivery of the workshop (including 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)
- A laptop (optional) and data projector for PowerPoint and live demonstrations
- Instructions to get participants to the workshop.

We will send you a checklist ahead of the workshop, to help you plan the workshop. And we'll email your participants to help them prepare for the workshop, and warm them up to the concepts they'll learn about. and warm them up to the concepts they'll learn about.

YOUR NEXT STEP...

If you feel excited about having your own private in-house PuMP® Performance Measure Blueprint Workshop, simply email Mark on to mark@markhocknell.com and we'll contact you within 2 business days to:

- Confirm your booking
- Provide a more formal quote, if required
- Schedule your workshop and invoice the deposit
- Schedule a phone meeting to ensure the workshop is tailored to your situation and goals.

If you have any questions or additional requirements, or if you'd like to book a phone meeting with Mark before booking your workshop, please email mark@markhocknell.com with your questions and we'll arrange a time to call you.