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EVIDENCE-BASED LEADERSHIP PROGRAM

HOW TO MASTER AND INSPIRE THE HABITS OF THE HIGH-PERFORMANCE ORGANISATION FOR YOUR LEADERSHIP TEAM

IS YOUR STRATEGY IMPROVING YOUR ORGANISATION'S PERFORMANCE? CAN YOU PROVE IT?

Leading an organisation to high-performance is not about getting things done. Ticking boxes is not evidence of impact. We only get evidence of impact by measuring results.

To prove that your organisation's mission is being fulfilled, its vision is being realised, and its strategic goals are being achieved, you must measure them.

TOO OFTEN, STRATEGY HAS NO MEASURABLE IMPACT.

It's very common for leaders to struggle to measure and prove the impact of their strategy:

- Strategy is hard to measure meaningfully, because it's so broad and intangible.
- Strategic initiatives and improvement projects don't show direct contribution to strategy.
- People are not engaged in aligning their results to the corporate strategy.

Evidence-based leaders know what to focus on, what to monitor and what to leverage to move an organisation from guessing, to knowing, and then to performing. Evidence-based leaders know how

to create a culture of high-performance and measurable success.

IT'S NOT ABOUT HOW TO LEAD, IT'S ABOUT WHAT TO LEAD

Evidence-based leadership means practicing and inspiring the habits of high-performance.



There are three leadership habits of high-performance that Executives practice and master:

- Direction: setting a measurable strategy
- Evidence: meaningfully measuring what matters
- Execution: executing strategy through leverage

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And there are three organisational habits of high-performance that Executives embed and support:

- Decision: everyone owning the strategy
- Action: everyone getting the right things done
- Learning: everyone turning failure into success

Evidence-Based Leadership is the roadmap to fulfil your mission, realise your vision, and achieve your strategic goals, sooner and with less effort.

THE EVIDENCE-BASED LEADERSHIP PROGRAM IS WHERE TO START.



The Evidence-Based Leadership (EBL) framework is detailed in Stacey's book, *Prove It!*

To get the evidence you need to become a high performing organisation, there are two steps:

The 1-day EBL Training gives you the practical skills for each EBL habit so you can clarify, measure, cascade and execute your strategic direction, with deep engagement from managers and staff organisation-wide. The training is a combination of discussion, case studies, and practical frameworks.

The 2-day Strategic KPI Immersion follows the EBL Training. We make your corporate strategy more measurable and easier to communicate, we design measures for it, and we plan the

implementation of your EBL habits organisation-wide.

"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

Participants in Evidence-Based Leadership Programs routinely comment about how much value comes from such a short time investment:

"We've tried for years to accomplish what we just did in 2 days!"

"We should have had this conversation years ago."

"Now all 12 of us can tell the same story of our strategy. Not just the CEO!"

YOUR INVESTMENT...

We recommend your entire leadership team participates in this program, to get the most ownership of your strategy and most consistency in its execution.

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The fees for your leadership team of up to 12 people*, and delivered by expert EBL facilitator, Mark Hocknell:

Investment in Australian dollars and excluding GST

Full EBL Program	\$20,700
1-day EBL Training, alone	\$9,000
2-day Strategic KPI Immersion, alone	\$14,000

* For additional leaders add \$800 per person. Delivery by Stacey Barr, if available, incurs a 35% higher fee.

Imagine your strategy is now easier to communicate, easier to measure, easier to cascade, easier to execute. What would that be worth to you?

TO BOOK YOUR EBL PROGRAM...

To arrange a chat about your situation, to ask questions, or to book your EBL Program, please contact us:

Call: 0438 451 405

Email: mark@markhocknell.com

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ABOUT YOUR EBL FACILITATOR, MARK HOCKNELL



Mark Hocknell is our Licensed PuMP Partner Asia-Pacific, has been applying, facilitating and teaching PuMP and the EBL concepts since 2007. He delivers all our public and private PuMP Blueprint Workshops and Evidence-Based Leadership Programs in Australia, New Zealand and Asia-Pacific.

Mark is our most experienced EBL facilitator. He has many years of experience working with executive teams in medium to large organisations, and has a deep understanding of their challenges to lead high-performance organisations.

Mark's style is open and easy-going, engaging and collaborative. He's known for his ability to encourage and inspire people to see things in new ways.

He specializes in performance measurement, evidence-based leadership, and customer-centric business.



ABOUT EBL'S CREATOR, STACEY BARR



Stacey Barr is an evidence-based leadership and organisational performance measurement specialist. She is the author of two books, *Practical Performance Measurement* and *Prove It!*

Stacey created PuMP in the 1990s, when she worked in the corporate world, to overcome her own struggles with how to measure performance. It quickly became a world-renowned methodology for practical and meaningful performance measurement.

EBL has evolved alongside PuMP, as the specific application of PuMP principles to support senior leaders with the measurement, cascading and execution of their corporate strategy.

Stacey is known for her practicality, and the way she takes abstract concepts like measurement and makes them clear, logical, engaging, and easy to apply.

