

# PUMP

## BLUEPRINT WORKSHOP

MAKE PERFORMANCE MEASUREMENT EASIER, FASTER, MORE MEANINGFUL & ENGAGING  
BOOK YOUR IN-HOUSE TRAINING PROGRAM

### ARE PEOPLE ENGAGED IN MEASURING AND IMPROVING PERFORMANCE?

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Performance measurement isn't a brainstorming workshop or a set of industry-specific KPIs you buy off the shelf. It's not a way to hold people accountable to their roles, either.

Meaningful performance measurement is the key to a high-performance culture. When done well, it deeply engages people in strategy execution and performance improvement.

### BUT WE NATURALLY STRUGGLE WITH MEASURING PERFORMANCE.

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Most of us – executives, managers, strategy or performance professionals, and analysts – struggle to measure what matters, and measure it well. People's struggles with measuring performance are, surprisingly, universal. We struggle to:

- Easily find meaningful measures
- Get true buy-in to performance measurement
- Strongly align measures to strategy
- Measure intangible goals
- Use measures to improve and reach targets

We all want performance measures that create a true performance culture that achieves goals and continually improves performance. To have this, the struggles must go. We need to understand their root causes, to find out how we can eliminate them.

### OUR STRUGGLES ARE CAUSED BY BAD KPI HABITS.

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In the absence of a proper performance measurement methodology, some bad KPI habits have become common practice. Some of the bad KPI habits are:

- Brainstorming KPIs and measures
- Writing goals with weasel words
- Not giving people ownership of measures
- Measuring the performance of people
- Rushing too quickly to build dashboards

The PuMP® Blueprint was designed to replace these bad KPI habits with practices that work, without struggle.

### THE PUMP BLUEPRINT WORKS.

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PuMP has been proven over 20 years (around the world) as a practical method to measure what matters.

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

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*"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 WORKSHOP GIVES YOU KNOW-HOW + CAN-DO.

The PuMP Blueprint Workshop teaches the how-to techniques of a deliberate and proven performance measurement methodology. Measuring performance will become logical and practical and engaging.

The workshop emphasis is on practical techniques and templates, real-life case studies, and time for practice with expert coaching. You will:

- **Make your strategy measurable** and easier to communicate and cascade
- **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
- **Clearly see the real signals** from your measures about whether performance is improving or not
- **Design insightful and actionable reports and dashboards** that focus discussion on improvement
- **Reach your performance targets**, with strong alignment between measures, goals and actions

All participants get a practical reference workbook, copies of all the PuMP templates, a case study, and optional PuMP Certification (by online exam).

*"I contracted Stacey to deliver a number of training programs for the Department... I cannot speak highly enough of Stacey and her PuMP 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 INVESTMENT IN PUMP WILL EASILY GIVE YOU A 10-FOLD RETURN.

Implement just one measure with PuMP, and use it to reach one goal. Doing this, we see people achieving ROIs of 10 times and more. That's the power of measuring well: very high ROI on your change initiatives.

The more people who know and practice PuMP, the sooner you will build a high-performance culture. But we recommend you start with those people who are ready now for a new approach to measurement.

*"PuMP is a great program. It's making it very easy for us to develop meaningful measures for our organisation."*

**Amanda Kent, Public Service Department, New Zealand**

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## BOOK YOUR IN-HOUSE TRAINING PROGRAM

The fees for your leadership team of at least 15 people, and delivered by expert PuMP facilitator, Mark Hocknell:

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

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Option 1: Delivery of your 2-day PuMP® Blueprint In-house Workshop for 15\* to 35 people. (45% saving) \$1,400

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Option 2: Option 1 plus a third "Implementation" day for participants to start developing new measures. \$1,800

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*\* Delivery by Stacey Barr, if available, incurs a 25% higher fee.*

## YOUR NEXT STEP...

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To book your private in-house PuMP® Blueprint Workshop, or a chat with Mark for more details, please contact us:

Call: 0438 451 405

Email [mark@markhocknell.com](mailto:mark@markhocknell.com)

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## ABOUT YOUR PUMP FACILITATOR, MARK HOCKNELL



Mark Hocknell is our Licensed PuMP Partner Asia-Pacific, has been applying, facilitating and teaching PuMP 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 PuMP facilitator. Next to PuMP founder, Stacey Barr, he knows more about PuMP than anyone else.

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. And he has loads of insightful stories from his many years of experience as a manager, a consultant and a performance measurement expert.

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

## ABOUT PUMP'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.

Since then, Stacey discovered that her struggles were common for almost everyone else, regardless of their sector, industry or country. And PuMP quickly became a world-renowned methodology for practical and meaningful performance measurement.

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

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