PROGRAM DETAILS

Practical step-by-step techniques to end your KPI struggles.

Your struggles with performance measurement are caused by bad habits you don’t know you have!

Most people – whether executives, managers, strategy or performance professionals, or analysts – struggle to do measurement well.

Most people struggle to:

• easily find meaningful measures
• get true buy-in to performance measurement
• strongly align measures to strategy
• use measures to drive improvement

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

Put your KPI struggles behind you!

Some of the bad performance measurement habits that have become common practice are:

• brainstorming KPIs and measures
• writing objectives and goals with words like effective, efficient, sustainable, reliable, quality…
• interpreting performance by comparing this month to last month

If you want performance measures that really do dramatically improve performance, you have to unlearn these bad habits. The PuMP® Blueprint Workshop helps you do that. It will give you powerful new habits that will rock your world, as it has done for hundreds of people in the last 6 years.

Is the PuMP® Blueprint for you?

The PuMP® Blueprint Workshop is a rigorous and practical methodology that details how to:

• clearly communicate goals to your team so they truly understand how they are contributing
• generate lots of buy-in and excitement in your team for measuring and improving performance
• create useful and meaningful measures of performance, that people actually use and value
• make lasting improvements in performance rather than putting Band-Aids on symptoms
• get tight alignment of measures to strategy, and not waste effort on irrelevant measures
• measure those intangible goals that are too important to track with trivial counts or milestones
• streamline your measurement and reporting process to reduce cost and effort and cycle time

By learning the PuMP® Blueprint, you get everything you need to create measures that transform your organization’s performance.

We want you to get at least a 10-fold return on your investment in PuMP® within 6 months following the workshop. You can. And that’s just the start!
The PuMP® Performance Measure Blueprint

What will you learn?

The PuMP® Performance Measure Blueprint Workshop is a framework to redesign your performance measurement process.

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

- **make your strategy measurable** and easier to communicate and cascade
- **select and design performance measures** that are far more meaningful than brainstorming or benchmarking ever can produce

- **get buy-in from staff and stakeholders** to enthusiastically 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 butt!
You walk away with can-do, not just know-how…

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:

- A comprehensive workshop reference manual includes the workshop 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.
- A CD of all the time-saving templates and tools to use with your colleagues as you involve them in performance measurement activities.
- A bonus free membership in the online PuMP® Community, filled with extra resources to help you implement PuMP® and implement it well.

Boost your career with PuMP® 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.

Who is your presenter?

David Wilsey, Vice President of Education and Technology, is a Licensed PuMP® Consultant, a Balanced Scorecard Master Professional (BSMP) and a Strategic Management Professional (SMP).

He has served as lead consultant and project manager on numerous client performance management efforts and has designed and taught hundreds of performance measurement and balanced scorecard workshops.

David is known for a practical, hands-on, adult learning instructional design style, an approachable presentation style, and an ability to translate academic or technical material into something concrete and useful.
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The 2-day Workshop Program:
Both days start promptly at 8:30 am and will finish by 4:30 pm.

Introduction – Performance measurement is a process, not an event.
We discuss the problems with performance measurement and how to solve them by thinking about performance measurement as a process.

STEP 1: PuMP Diagnostic – Fixing the focus firmly on continuous improvement.
We start off on the right foot 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: Results Mapping – Making the strategy clear, focused and 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.

STEP 3: Measure Design – Choosing meaningful measures that evidence results.
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: Measure Gallery – Organically building buy-in beyond the team.
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: Measure Definitions – Defining and documenting how to implement the 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.

STEP 6: Performance Reporting – Creating useful & usable performance reports that inspire action.
We’ll look at why typical performance reports are next to useless, and discover how the PuMP® Report Design technique quickly and easily produces performance reports that answer the 3 questions every performance report should answer.

STEP 7: Measure Intrepretation – Responding to true signals in the 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.

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.

Close – Preparing for a successful PuMP® implementation.
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.
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Should you come to the PuMP® Blueprint Workshop?

Executives, managers and other leaders set the direction and encourage the engagement of their staff in measuring and improving the right things. But they also 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 prioritize 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 organization?’ 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 organization 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 organization. They will ultimately become the masters of performance measurement, and custodians of the 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, collating and analysing data and presenting performance information in reports. They need easy-to-follow measurement techniques that simplify what has become a very cumbersome and thankless task. They find it useful to see the end-to-end measurement process to appreciate the role they play 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...” -- Fiona Issel, Senior Distribution Design Support Officer, Western Power

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 the data and reporting it without fuss.

“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 and help them better measure their social sector organizations’ impact.” -- Veronica Smith, MSEE, Managing Director, data2insight (www.data2insight.com)
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Our 2013 PuMP® Blueprint Workshop Program:

Atlanta, GA
March 21-22, 2013

Chicago, IL
June 17-18, 2013

Washington, DC
July 22-23, 2013

Washington, DC
September 16-17, 2013

Atlanta, GA
November 4-5, 2013

International workshops are still offered in Australia and other locations worldwide by Stacey Barr.

For more information, visit:
performancemeasureblueprint.com

What to expect at the workshop…

Shortly after you register for the workshop, you’ll receive an email detailing how to prepare and what to bring.

The 2-day workshop starts promptly at 8:30 am, so we recommend you arrive by 8:00 at the latest, to give us time to welcome you and help you settle in. We’ll be finishing by 4:30 pm on both days.

You’ll get a little one-on-one coaching from David during the implementation activities.

Each day we’ll provide you with a continental breakfast (usually pastries and fruit) and coffee on arrival, snacks during our morning and afternoon breaks, and lunch.

For more information…

Venues and additional workshop locations will be announced as registration opens for each event. For the latest information, go to:

balancedscorecard.org/PuMP

If you have any questions, please contact us at balancedscorecard.org/Contact.

Register online at balancedscorecard.org/PuMP