



In Association with:

STACEY BARR

*Performance Measure Specialist*

For meaningful KPIs that align to strategy, engage people and get results



## **PuMP® PM Blueprint Workshop**

**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 to reach targets

Our KPI 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 with a deliberate approach to performance measurement...

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...
- 'consulting' people in developing measures
- interpreting performance by comparing this month to last month

If you want performance measures that really 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 since 2000.

PuMP is the most deliberate approach we know of for ending your KPI struggles.



## If you need better KPIs, you need the PuMP® Blueprint...

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

- clearly communicate goals to your team so they truly understand what they are contributing to
- 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

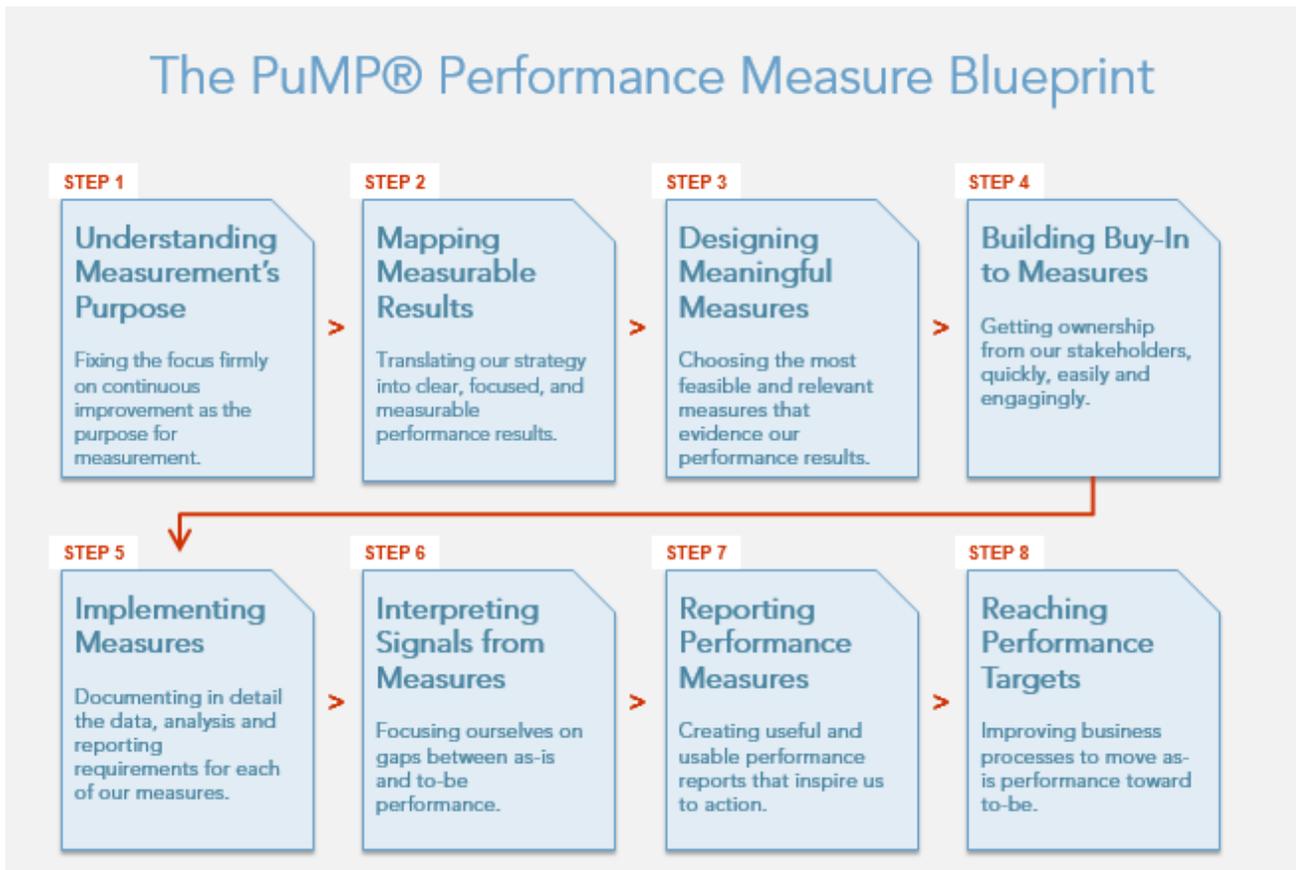
By learning the PuMP® Blueprint, you get everything you need to create measures that can transform your organisation's performance.



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!

## 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 time 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 templates, 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.

## Earn PuMP® Certification to add performance measurement as a unique and in-demand skill on your resume...

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 opt to 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.

### Where does PuMP come from?



*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 most practical learning and innovations since then.

*Stacey* is known for her high level of practicality, her approachable presentation style, and her innate ability to balance the technical and social sides of performance measurement. You can find more about *Stacey* and PuMP at [www.staceybarr.com](http://www.staceybarr.com)



*Balanced Scorecard West Africa's CEO, Kayode Sufianu*, a licensed PuMP® Consultant and Senior Associate of the Balanced Scorecard Institute, will be leading PuMP® Blueprint workshops in Nigeria and West Africa. Kayode, who has led many balanced scorecard professional certification and performance measures programs in the region, will work closely with *Stacey Barr* to ensure that the most current performance measurement and PuMP know-how is available in West Africa.

# **The 2-day Workshop Program is logical, practical and directly relevant to solving your KPI struggles:**

Both days start promptly at 9am and will finish by 5pm. Over our 2 days together, we will be working through each step in the PuMP® methodology, understanding its purpose, how it works, looking at a case study and giving you time to practice using it to measure your own goals:

## **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: Understanding Measurement's Purpose**

**Fixing the focus firmly on continuous improvement as the purpose for measurement.**

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**

**Translating our strategy into clear, focused and measurable performance results.**

We explore why it's so hard to measure the right things, how to test if a strategy (i.e. your goals, objectives or priorities) 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**

**Choosing the most feasible and relevant measures that evidence our performance 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: Building Buy-in to Measures**

**Getting ownership from our stakeholders, quickly, easily and engagingly.**

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**

**Documenting in detail the data, analysis and reporting requirements for each of our 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: Reporting Performance Measures**

**Creating useful and usable performance reports that inspire us to 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: Interpreting Signals from Measures**

**Focusing ourselves on gaps between as-is and should-be performance.**

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 8: Reaching Performance Targets**

**Improving our business processes to move as-is performance toward should-be.**

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.

## Should you come to the PuMP® PM 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 prioritise improvement initiatives.

**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 organisation. They will ultimately become the masters of performance measurement, and custodians of the corporate-wide performance measurement system.

**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.

**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.

## What to expect at the workshop...

You can be confident we'll take care of you at the workshop:

- We are limiting the workshops to a maximum of 20 participants to ensure you get quality learning.
- 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 9am, so we recommend you arrive by 8:45 at the latest, to give us time to welcome you and help you settle in. We'll be finishing by 5pm on both days.
- With a maximum of 20 registrants in each workshop, the atmosphere is casual, friendly and interactive.
- You'll get a little one-on-one coaching from the facilitator during the implementation activities.
- Each day we'll provide you with coffee and tea on arrival, healthy and decadent snacks and a delicious lunch (and will cater for your dietary requirements).

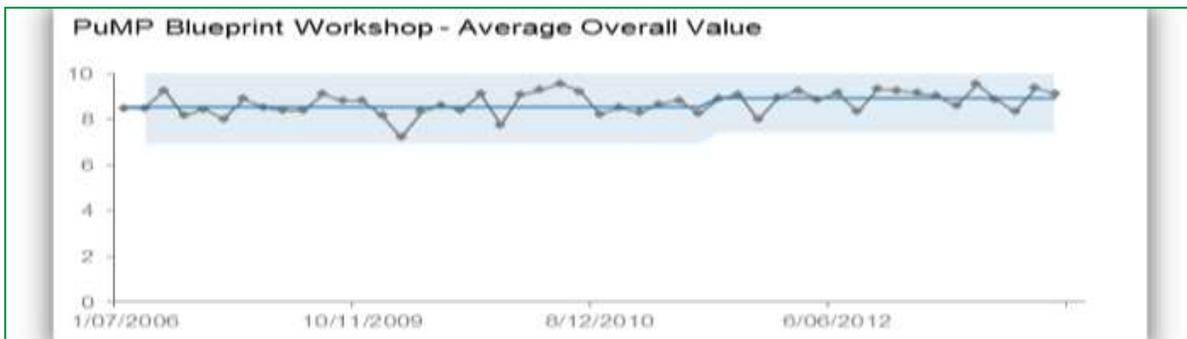


## Here's how to register:

Following are the fees for the 2018 PuMP® Performance Measure Blueprint Workshops in West Africa:

- **Full fee: \$1,740 (Naira 626,400) per person**
- **Group bookings: save max 5% (2 or more people from the same organization in the same booking): \$1,653 (Naira 595,080) per person**

Over 2,000 people from around the world have attended the PuMP Blueprint Workshop, and over 89% have rated the overall value as 8 or higher out of 10.



**Register online** at [www.balancedscorecardwa.org](http://www.balancedscorecardwa.org) or send us an email with list of participants at: [admin@balancedscorecardwa.org](mailto:admin@balancedscorecardwa.org)

# Terms and Conditions of Registering for the PuMP® Performance Measure Blueprint Workshop

## Money-back Guarantee

If during the workshop you decide to withdraw from it, and wish to obtain your money-back guarantee, you must do so either at the workshop, or in writing within 3 days of your attendance at the workshop.

## Cancellation Policy

You may make substitutions at any time prior to the workshop. Cancellations and transfers to a future course will incur a \$160 service fee per registrant. Registered participants who do not attend the workshop or who cancel less than 2 weeks prior to the workshop either forfeit the workshop fee or can transfer to a subsequent workshop (one transfer only).

## Program Changes

*Balanced Scorecard West Africa* reserves the right to alter dates and/or times of the workshop if registration criteria are not met or if conditions beyond our control occur. All efforts will be made to contact each registrant if changes occur. If the program is not held for any reason, BSWA's liability is limited to the workshop fee only.

## Intellectual Property

Certification and training in PuMP® is for internal facilitation and personal use only. Any other use of the PuMP® methodology requires permission of *Stacey Barr*, developer of PuMP, which will be facilitated through *Balanced Scorecard West Africa*, the sole authorised partner of *Stacey Barr* in West Africa.'

## Participants' Comments

Here are some of the very typical comments that participants provide with their feedback:

*"The workshop is intellectually stimulating and challenging. As I return to my organization, my aim will be to bring to the fore the learning points in a way that will have impact on our performance"* – Taiwo Dauda, The Infrastructure Bank Plc.

*"The workshop was very educative and the facilitator was excellent. I have learned much on performance measurement processes and I will use the knowledge on my job so that my organization will become one of the best deposit insurance in the world."* – Hauwa Abba Kawu, Nigerian Deposit Insurance Corporation

*"The PuMP program workshop has really exposed me to a new dimension in setting achievable goals with clear-cut understanding of the terminologies."* – Nwaegbe Kenneth, Federal Road Safety Corps