

PUMP

ONLINE INTERACTIVE WORKSHOP 2020

We meet every business day, for 3 hours, over 2 weeks

A message from PuMP Partner for North America, **Louise Watson** and PuMP creator **Stacey Barr**

WHY MEASUREMENT, AND WHY NOW?

As we emerge from our crisis mode and turn our attention to recovery and ultimately to being more resilient organizations, it is time to reflect on what crisis has taught us so far. We witnessed how important it is for leaders to provide focused direction with clear, easy to understand and actionable language. We experienced how valuable it is to have data and insights we can trust to guide our decision-making.

So how do we prepare for recovery and, ultimately, resilience? We need to ask ourselves: Can we afford to lead with strategic direction that is vague, unfocused, and immeasurable? Can we afford the luxury of so many goals, projects and initiatives like we used to have? Can we carry the wasted effort we used to? Can we afford to guess and hope our way to better organizational performance and to better data and analysis? Can we use our KPIs without judgement and blame?

It's time to invest in bouncing back better. One of the vital fundamentals for our organizations is the kind of measurement that supports ruthless prioritization, evidence-based decisions, and high-ROI change initiatives.

The PuMP Online Interactive workshop is designed for you specifically, with this in mind. It's not just our in-person training, delivered online. It's more than that...

WE MADE LEARNING AS STRONG AS A LIVE WORKSHOP...

This program is not just training. We have created a learning environment with live interaction, facilitated demonstrations, Q&A time, group break-out room activities and feedback from our expert facilitator. You also have the benefit of being able to learn from wherever you are.

- We'll help you **create a sense of community** as you learn and implement PuMP.
- You'll **keep productive and engaged** during this remote working period, making time to do important measurement work that often takes a back seat to the urgent to-do list.
- You'll **lay a foundation to bounce back**, because learning how to provide focus in your strategic direction and measuring it well means you can respond faster to new targets, fewer resources, and shifting strategic directions.
- Your learning can be deeper and stay with you more easily as you learn over 2 weeks, helping you **take a profoundly important new skill into the new normal** that we'll all help build.
- **Feedback from our first-ever virtual workshop** in May showed an average "likelihood to recommend" of 8.7 out of 10 with (our average over 7 years is 8.9, so well within natural variation). 85% of all participants rated the first virtual PuMP workshop 8, 9, or 10!

ARE YOU READY TO JOIN US? HOLD YOUR SPOT!

www.adurastrategy.com | hello@adurastrategy.com | +1 604-924-4545

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WHAT IS PuMP?

There are universally common struggles that are evidence of poor organizational measurement. You'll observe immeasurable goals, irrelevant measures, no workforce buy-in, and useless dashboards and reports.

These struggles are due to bad KPI habits that have become common practice. You'll witness goals written with vague corporate jargon and fuzzy language, groups brainstorming KPIs, leaders using measures to judge people, and teams rushing to build dashboards that end up never being used.

PuMP is a performance measurement methodology that was designed to deliberately replace those bad KPI habits with practices that work.

PuMP ends your KPI struggles.

WHY PUMP WORKS

We need a strong performance culture to bounce back after crisis. PuMP is the way to create your performance culture:

- It starts by replacing fear of judgement with a passion for learning how to improve performance.
- Then, we set clearer goals, and measure them meaningfully, at all levels of the organization.

- Now, we have useful information for evidence-based decisions that improve performance.
- This becomes a natural part of how we work, we reach meaningfully chosen targets, and we lead our industry.
- We become a high-performance organization, meaning what we aim for, we achieve - not because it is easy, but because we are focused.

HOW OUR ONLINE PROGRAM WORKS

PuMP is a practical, logical and engaging 8-step process to choose, create and use measures to drive high-ROI improvement:



The PuMP Online Workshop is an interactive 2-week program, delivered entirely online with a live trainer and a focus on learning, connecting and implementing.

The PuMP Online Workshop is a powerful learning alternative to the in-person 3-day workshop.

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The PuMP Online Workshop program guides you through your first practice of PuMP tools with 100% virtual resources and interaction:

- Learn online, via live and interactive webcasts
- Download all the support resources you need
- Follow along with our live demonstrations
- Implement and learn with your peers, as you practice new techniques
- Collaborate with other program participants

And after our final lesson, we'll still support you as you continue to implement PuMP into the future:

- Free membership in our online PuMP Community, with access to more resources.
- All lessons are recorded for between session replays (in case you miss one) and will be available for 3 months from our final lesson.

YOUR PRESENTER IS A KPI EXPERT



Louise Watson, Licensed PuMP Partner for North America has been applying, facilitating, training, and coaching PuMP and Evidence-Based Leadership concepts since 2013. With her lively and

collaborative style, she delivers all public and private PuMP® Workshops and Evidence-Based Leadership Programs in North America.

As Managing Director of Acura Strategy Inc, she specializes in strategy as well as performance measurement. Her rare perspective of what it takes to develop strategy as well as lead its execution comes from more than a decade of consulting experience and her previous career as a C-suite executive

"Thank you, Louise, for the excellent PuMP workshop. It's the first KPI training that has given me practical ideas and tools that I'll be able to implement back at the office. It's refreshing to learn both solid theory and tangible ways to make it real I left the training with a list of action items that I fully plan to pursue."

*Benjamin Roffey
Canadian Food Inspection Agency, Government of Canada*

Participant Feedback from our May 2020 PuMP Virtual workshop included

"I believe this is great training for all organizations"

"It will refresh how we do performance measurement completely"

"The session was informative, practical, and well laid out"

"I found every step extremely valuable with something new to learn, something new to reflect on and think about"

"The tools provided are extremely helpful to arrive at a meaningful measurement process"

"Loved the content and delivery."

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MORE ABOUT PuMP CREATOR, STACEY BARR



Stacey Barr, the Performance Measure Specialist, is the creator of PuMP. She has specialized in organizational performance measurement since 1993. Stacey is known for her approachable

presentation style and innate ability to balance the technical and social sides of performance measurement. Stacey is the author of *Practical Performance Measurement* and *Prove It!* publisher of the *Measure Up* blog, and her content appears on Harvard Business Review's acclaimed *ManageMentor Program*.

"Louise is one of my closest business partners. Her style is deeply aligned with the PuMP and EBL philosophy, her delivery is exceptional, and her mastery has positioned Louise as our go-to-expert in North America."

Stacey Barr, Founder and Creator

www.staceybarr.com

BECOME PuMP CERTIFIED

PuMP is certified by APMG, the world's leading accreditation and exam institute for professional certifications.

After completing this live online program, you can choose to take the PuMP Certification exam. All the details to get certified will be provided when the course is completed.



"The PuMP workshop was an amazing experience that changed my career trajectory. The material was so practical, and Louise's facilitation was so incredible, that I feel well prepared to put it into practice right away"

Elizabeth F, Provincial Government, Ministry of Finance

THE PROGRAM SCHEDULE

This program has been designed specifically for our customers in PuMP's [North American region](#) and will follow the October 5 to October 16, nine-session [schedule outlined on the next page](#). Plus, we have scheduled a brief but critical orientation session on September 29. All sessions will be recorded for easy playback and will be made available until 31st January 2021.

Upon your registration completion, we will reach out to you to gather more information and send you a detailed welcome package.

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Dates (PDT)	Topic
Tue 29 Sept 9:30 AM – 11:00 AM PST (90 minutes)	SESSION A: Welcome & Workshop Orientation Meet your workshop mates. Review your welcome package, and pre-workshop action steps, including forming practice teams.
Mon 5 Oct 9:30 AM – 12:30 PM PST (3 hours)	SESSION B: Introduction to PUMP Get to know our learning platform. Introduction to PuMP, to your workbook, the Case Study and how session small group practice works.
Tue 6 Oct 9:30 AM – 12:30 PM PST (3 hours)	SESSION C: Step 1 Understanding Measurement's Purpose Fix your focus firmly on continuous improvement, apply a measurement diagnostic, and reframe your measurement beliefs.
Wed 7 Oct 9:30 AM – 12:30 PM PST (3 hours)	SESSION D: PuMP Step 2 Translating Strategy to Measurable Results and Map them Learn and practice how to make intangible goals measurable, and how to improve the way we communicate and cascade strategy.
Thu 8 Oct 9:30 AM – 12:30 PM PST (3 hours)	SESSION E: PuMP Step 3 Designing Meaningful Measures Learn and practice how to design the strongest, most feasible quantitative measures, and write measure descriptions that follow an evidence-based recipe.
Fri 9 Oct 9:30 AM – 12:30 PM PST (3 hours)	SESSION F: PuMP Step 4 Building Buy-in to Measures Learn how to quickly and easily engage people in KPI conversations so that our measures improve from feedback and people feel ownership.

Dates (PDT)	Topic
Mon 12 Oct	No Session: Canadian Thanksgiving
Tue 13 Oct 9:30 AM – 12:30 PM PST (3 hours)	SESSION G: PuMP Step 5 Implementing Measures Learn and practice how to define the details needed to consistently implement quantitative measures that produce data leaders can trust.
*Wed 14 Oct 9:30 AM – 12:30 PM PST (3 hours)	SESSION H: PuMP Step 6 Interpreting Signals from Measures Learn what it takes to accurately interpret a performance measure's data and identify true signals of change in your charts.
Thu 15 Oct 9:30 AM – 12:30 PM PST (3 hours)	SESSION I: PuMP Step 7 Reporting Performance Measures Learn what makes performance reports and dashboards truly useful and usable, so leaders can answer the three critical questions all performance reports must answer.
Fri 16 Oct 9:30 AM – 12:30 PM PST (3 hours)	SESSION J: PuMP Step 8 Using Measures to Improve Performance Deepen your understanding of the role of measures in strategy execution and performance improvement. Plus: We prepare for your first PuMP Pilot Explore how to put what you learned into practice and plan your next steps. Review what additional supports come after today and share your learnings.

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PRICING

These prices are in Canadian Dollars and apply to this unique program offering only.

Individual Registration \$2760 plus 5% GST

Group Discount** \$2560 plus 5% GST per person

**for 2-3 people from the same organization, registered at the same time, with one payment. Use discount code: GroupOnline when registering.

If your organization wants to send 4 or more people, please contact hello@adurastrategy.com for additional discount information and details for EFT payment.

Refresher Rate: \$1795 plus 5% GST

This category is for people who have previously attended a PuMP workshop and would like to deepen their learning and skills by taking the workshop again.

To confirm you meet the criteria of this pricing, please email hello@adurastrategy.com. Adura reserves the right to limit the number of refresher rate participants.

HOW TO REGISTER AND PAY

SPECIAL COVID PROCESS: in response to higher levels of uncertainty, we have created an initial step called "Hold My Spot". You can hold a seat for the workshop of your choice without any obligations until September 1, plus you will receive additional benefits if you become a paid workshop participant! Once you have reserved a spot, we will send you more details and get you ready to fully register and pay on September 1.

Please note: the "hold my spot" process does not guarantee a seat in the workshop, only payment does; however, you will be provided the first opportunity to pay, before our payment site goes public.

Ready to Hold Your Spot?

On September 1, registration and workshop payment will be open for "Hold My Spot" members only, on a first-come, first-serve basis. We will assist you in advance to be prepared to pay quickly.

After September 1, registration will proceed normally on our website with the early bird price.

Registration will be on our Adura Strategy website, and you will be asked to agree to the terms and conditions. These terms are in the blue bar on the right-hand side of this page and are also posted on the website.

Payment must be received by September 28th, 2020, and all payments must be received by credit card or Electronic Funds Transfer (EFT). If you would like to pay by EFT, please select "pay by cheque" when registering, and we will contact you directly. There will be no paper cheque payment for this workshop.

Adura Strategy Business Number 72549 3126 RT0001
Registered with ProServices, Government of Canada

NEED ASSISTANCE?

Email: hello@adurastrategy.com

Phone: 604-924-4545

Our offices are located in Greater Vancouver, British Columbia, Canada

TERMS & CONDITIONS

GUARANTEE

If during the program you decide to withdraw due to it not delivering what it promised to you, and you wish to obtain your money-back guarantee, you must do so in writing within 1 week of your program withdrawal.

CANCELLATION POLICY

You may make participant substitutions up to 24 hours prior to the program start.

*Registered participants who cancel can access the following refund policy, transfer to a future course, or retain access to session recordings.

Refunds are 100% up to Sept. 21. 50% refund up to Sept. 28. No refunds after that date, however you can transfer to a future course with a \$348 (plus GST) service fee per registrant.

You could also choose to retain access to the October 5-16, 2020 recorded program and resources included.

PROGRAM CHANGES

Adura Strategy reserves the right to alter dates and/or times of the program 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, Adura Strategy's liability is limited to the program fee only.

** GROUP DISCOUNT

The Group discount is applied only when 2 or more people from the same organization complete one single registration and payment.

INTELLECTUAL PROPERTY

Your use of PuMP[®] is for internal facilitation and personal use only. Any other use of PuMP[®] requires permission from Stacey Barr.