

# Evidence-Based Leadership Program

For your executive team

EBL

EVIDENCE-BASED LEADERSHIP PROGRAM

PUMP adura

BLUEPRINT WORKSHOP

...STRATEGY...

# Why do we need an Evidence-Based Leadership program?

## To prove and improve your strategic impact

Leading an organization 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 or outcomes.

Firstly, it's important to objectively prove that your organization's mission is being fulfilled, its vision is being realized, and its strategic goals are being achieved.

Secondly, it's important to improve the organization's systems and process through high-leverage strategic initiatives.

To prove and improve your strategic impact you must measure.

## 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.

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Strategic initiatives and improvement projects don't show direct contribution to strategy.

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People are not engaged in aligning their work to the corporate strategy.

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Evidence-based leaders know what to focus on, what to monitor and what to leverage to move an organization 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 that Executives practice and master these three habits of high performance:

**Direction:** setting a measurable strategy

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**Evidence:** meaningfully measuring what matters

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**Execution:** executing strategy through leverage

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And there are three organizational habits of high-performance that Executives inspire, embed and support to build an engaged, high-performance culture throughout the organization:

**Decision:** everyone owns the strategy

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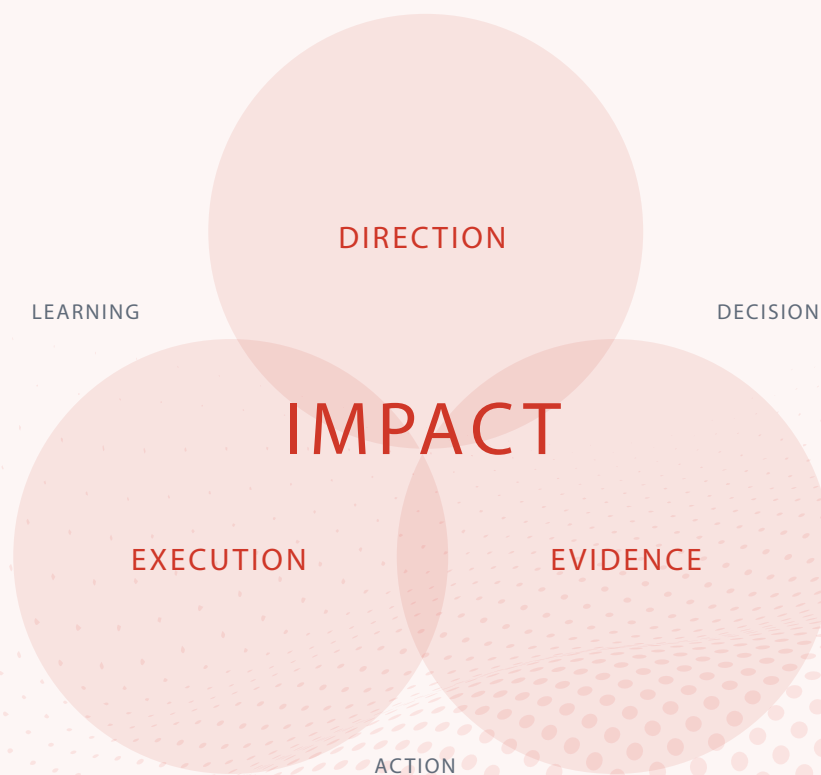
**Action:** everyone gets the right things done

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**Learning:** everyone turns failure into success

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



# The Evidence-Based Leadership program is the way to start

The Evidence-Based Leadership (EBL) framework is detailed in Stacey Barr's book, **Prove It!** and describes the methodology that underpins the design of the EBL Program.



The EBL Program gives you the practical skills for each EBL habit so you can clarify, measure, cascade and execute your strategic direction, with deep engagement from everyone. Most of the workshop is hands-on, expertly facilitated through practical and proven steps to:

make your corporate strategy outcome-oriented

make your strategic goals measurable and easier to communicate

design meaningful strategic measures

plan how to report, communicate, cascade and execute your strategy organization-wide

The EBL workshop with Louise was exceptional as it helped our leaders translate the new strategic plan into the essential results that are truly measurable and aligned to our priorities. The conversations we had were the most strategic I had ever heard, and the training will help us adopt new mindsets as we shift to execute in a fundamentally different way.

Alaa Rachid Benbakhti, Strategy and Organizational Excellence | Canada Mortgage and Housing Corporation

# Your investment

We recommend your entire leadership team participates in this program, to ensure ownership in your strategy and consistency in execution.

To explore our Evidence-Based Leadership program packages, request an EBL consultation [HERE](#).

Program Packages could include:

A copy of Stacey Barr's book **Prove It!**

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Pre-workshop online, self-paced EBL training for each leader

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Expert facilitation of your in-person or online interactive EBL workshop

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A virtual mentoring session with your facilitator, following your workshop

Imagine your strategy is now understood by everyone, cascaded to every team, and executed so that it is measurably achieved. What would that be worth to your organization?

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

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## Your EBL facilitator, Louise Watson



Louise Watson, our Licensed PuMP® Partner for Canada and the United States, has been applying, facilitating, coaching and teaching PuMP® and EBL concepts since 2013. With her lively and collaborative style, she delivers all our public and private PuMP® Workshops and Evidence-Based Leadership Programs in North America.

As Managing Director of Adura 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 a decade of consulting experience and her previous career as a C-suite executive.

## EBL's creator, Stacey Barr



Stacey Barr is an evidence-based leadership and organizational 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.

Louise is one of my closest business partners. Her style is deeply aligned with the PuMP® philosophy, her delivery is exceptional, and her mastery has positioned Louise as the go-to expert in North America for performance measurement and evidence-based leadership.

Stacey Barr, Founder and Creator | PuMP® Performance Measure Blueprint