

# Public PuMP Workshop

April 15 - 19, 2024 Online and Interactive

We meet every business day, five half days in a row

Early Bird Deadline March 21, 2024

## Practical Step-By-Step techniques to end your KPI Struggles

Adura Strategy Inc. is North America's official PuMP® Partner,  
licensed to deliver all training and coaching programs

*Detailed schedule included on final page*

**PUMP**  
PERFORMANCE MEASURE BLUEPRINT

**adura**  
...STRATEGY...

# Great measures focus people on the results that matter most. But most organizations don't have great measures...

Most organizations don't have great measures because they are held back by the struggles people often have with performance measurement:

Struggling to measure a strategy that seems immeasurable with words like efficient, effective, sustainable, quality, reliability and productive

Struggling to find good performance measures that meaningfully track results, not activity

Struggling to get people engaged in measurement, so they buy-in and have ownership to improve performance

You cannot get great measures by doing the same things you've always done.

To get great measures, you need to stop doing the things that don't work and use a new approach that addresses these struggles. An approach like PuMP®.

## Is the PuMP® Blueprint for You?

PuMP® 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 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

The PuMP® Blueprint Workshop will give you practical know-how in measuring performance, without the struggle!

At the workshop, you will:

Discover the how-to tools and techniques that will put a stop to the struggles you are having now

Practice the tools and techniques so you go back to work knowing how to implement what you learned

Connect with other organizations as a Community of Practice

Don't rely on consultants to do it for you—performance measurement is an essential capability that your organization needs.

## What Will Your Team Learn?

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

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

You will learn to:

Make your strategy measurable and easier to communicate and cascade

Select and design performance measures that are more meaningful than what brainstorming or benchmarking can produce

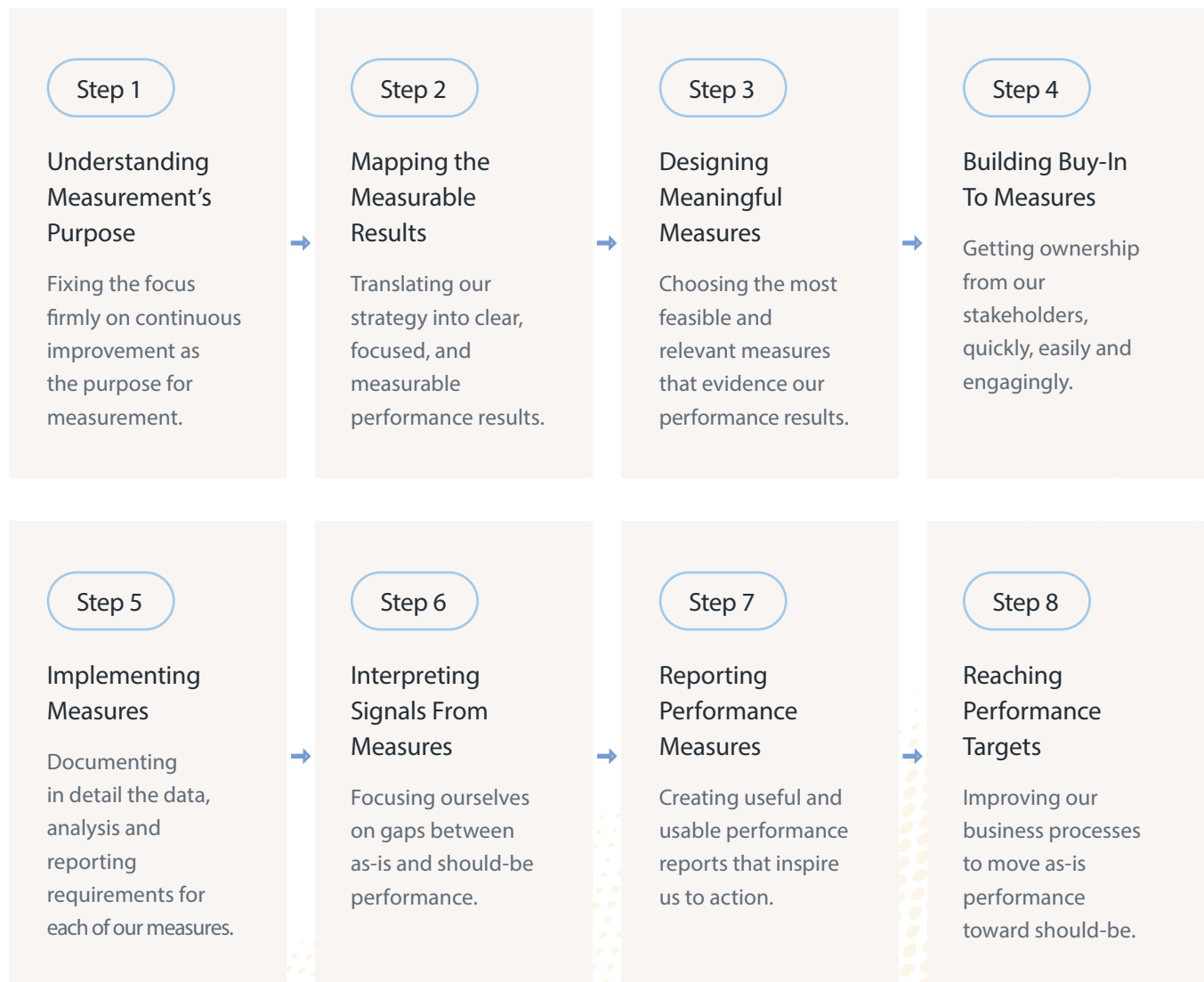
Get buy-in from staff and stakeholders so that they own performance measurement and improvement

Bring your measures to life in a consistent way

Design insightful and actionable reports and dashboards that focus discussion on improvement

Clearly see the real signals of 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 will 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 support implementation of PuMP® in your organization:

A comprehensive workshop reference manual includes the workshop 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 digital download 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.

## PuMP® Certification

PuMP is certified by APMG, the world's leading accreditation and exam institute for professional certifications. Passing the exam means you have a qualification to add to your resume and objective proof that you have PuMP know-how to help your colleagues measure what matters\*.

The cost of certification is included in your workshop fee if you register to take the exam within the first 3 months following the workshop. All the details to get certified will be provided when the course is completed.

*\*PuMP Certification is, however, not the same as a PuMP License. We do not endorse any consultant to use PUMP commercially without a license as we want to protect the reputation of PuMP and the impact unlicensed work has for clients.*



Your KPI training was transformational for me. Thank you for enthusiastically exposing me to the power of effective performance measurement and providing amazing post-workshop materials. I have already recommended PuMP to my colleagues!

Shannon Sanford, Government of New Brunswick



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.

Your Workshop Presenter,  
Louise Watson



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 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 through the lens of measurement comes from more than a decade of consulting experience and her career as a C-suite executive.

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


## Who Should 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.

**Strategic Planning and Performance Measurement Officers** facilitate the entire process of creating, implementing and using more meaningful performance measures for managers and staff throughout their company or organization. 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 analyzing 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 standardized 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.



Thank you for the excellent PuMP training. This is the first performance measurement training that has given me practical ideas and tools that I'll be able to implement back at the office. I left the training with a list of action items that I fully plan on pursuing.

Benjamin Roffey, Corporate Management branch - Canadian Food Inspection Agency

# PuMP® Public Workshops in North America

Are you ready to improve your KPI approach?

Attend an upcoming workshop so you can put your KPI struggles behind you and gain the practical tools you need to succeed.

## Your Investment

**Individual Registration: \$3750** plus applicable taxes

**Early Bird Individual Registration: \$2980** plus applicable taxes

*Currency is based on your head office location.*

**Group Discount\* \$2870** plus taxes pp, early bird rate\*

\*The group discount of \$110 per person is automatically applied to the current price only when 2 or more people from the same organization register together on one single registration with payment. After the early bird deadline, the group discounted rate is \$3640 plus tax pp.

If your organization would prefer to pay by EFT or Direct Deposit, please contact [hello@adurastrategy.com](mailto:hello@adurastrategy.com)

**Refresher Rate \$1995** plus taxes pp\*

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](mailto:hello@adurastrategy.com).

\*Adura Strategy Inc. reserves the right to limit the number of refresher rate participants.

## How to Register and Pay

Get all the deadlines, details and payment process for our April 2024 PuMP Public workshop here:

<https://adurastrategy.com/product/april-2024-pump-online-interactive-workshop/>

Explore more KPI Training: <https://adurastrategy.com/kpi-training/>

Payment must be received by credit card, direct deposit, or Electronic Funds Transfer (EFT). Paper cheque payment is not available for this workshop.

## Additional Terms and Conditions

### Cancellation and Substitution

Registered participants who cancel can access the following refund policy or transfer to a future course.

Refunds are 100% up to 3 PM Pacific Time on the Early Bird deadline date. 50% refund up to 10 business days before workshop start. No refunds after that date, however you can transfer to a future course with a service fee at any time up to 2 business days in advance of Day 1 training start time.

Detailed terms and conditions, including our substitution policy, are available in our public workshop shopping carts on our website.

### 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.

### Intellectual Property

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

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Professional Services (Adura)

## We're Here to Help

We look forward to meeting you in our next PuMP Workshop!



### Contact Information

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Want to learn more? Contact Louise at [hello@adurastrategy.com](mailto:hello@adurastrategy.com)

# PUMP

April 15 - 19, 2024 ONLINE INTERACTIVE

We meet every day, 5 hours each day.

Dates	Topic
<b>Day 1</b> <b>Mon 15 Apr</b>  9 AM – 2 PM (Pacific)  12 PM – 5 PM (Eastern)  5 hours	<p><a href="#">Introduction to PuMP</a>   Connect with your workshop mates and meet your learning facilitator. Become familiar with our learning platform, review pre-workshop action steps, share your KPI experiences in small group break out rooms and get introduced to PuMP, your workbook, the Case Study.</p> <p><a href="#">SESSION A: PuMP Step 1   Understanding Measurement's Purpose</a>   Fix your focus firmly on continuous improvement, apply a measurement diagnostic, and reframe your measurement beliefs. <a href="#">PuMP Step 2   Translating Strategy to Measurable Results and Map them</a>   Learn and practice how to make intangible goals measurable, and how to improve the way we communicate and cascade strategy.</p>
<b>Day 2</b> <b>Tue 16 Apr</b>  9 AM – 2 PM (Pacific)  12 PM – 5 PM (Eastern)  5 hours	<p><a href="#">SESSION B: PuMP Step 3   Designing Meaningful Measures</a>   Learn and practice how to design the strongest, most feasible quantitative measures and write measure descriptions that follow an evidence-based recipe. <a href="#">PuMP Step 4   Building Buy-in to Measures</a>   Learn how to quickly and easily engage people in KPI conversations so that our measures improve from feedback and people feel ownership (in-person and virtual approaches).</p>

Dates	Topic
<b>Day 3</b> <b>Wed 17 Apr</b>  9 AM – 2 PM (Pacific)  12 PM – 5 PM (Eastern)  5 hours	<p><a href="#">SESSION C: PuMP Step 5   Implementing Measures</a>   Learn and practice how to define the details needed to consistently and accurately implement quantitative measures that produce data leaders can trust. <a href="#">PuMP Step 6   Interpreting Signals from Measures</a>   Learn what it takes to accurately interpret a performance measure's data and identify true signals of change in your charts.</p>
<b>Day 4</b> <b>Thur 18 Apr</b>  9 AM – 2 PM (Pacific)  12 PM – 5 PM (Eastern)  5 hours	<p><a href="#">SESSION D: PuMP Step 7   Reporting Performance Measures</a>   Learn what makes performance reports and dashboards truly useful and usable, so leaders can answer the three critical questions all performance reports must answer. <a href="#">PuMP Step 8   Using Measures to Improve Performance</a>   Deepen your understanding of the role of measures in strategy execution and performance improvement.</p>
<b>Day 5</b> <b>Fri 19 Apr</b>  9 AM – 2 PM (Pacific)  12 PM – 5 PM (Eastern)  5 hours	<p><a href="#">SESSION E: Practice PuMP Steps 2, 3, 4 with a "real life" goal</a>   Apply what you learned to a "real life" goal, making it more measurable, designing a measure for it, then receiving feedback from your peers during a Measures Gallery. <a href="#">Prepare to put PuMP into practice back at work and lead a performance culture</a>   Review PuMP fundamentals such as how to form a measures team, pilot planning, certification, and the additional resources that increase your likelihood of implementation success.</p>