

The clarity you're
looking for in your
strategy might only
be an hour away.

A free, personal Discovery Discussion
— built around your own goals, and
the uncommon insights that follow.

PUMP ACADEMY

STACEY BARR

Most strategic goals sound right.

But will they actually take you to the results you set out to achieve?

You've invested real time in strategy. You have goals. You probably have KPIs.

But if you're honest, something still feels off.

Maybe the goals are clear enough on paper, but your team interprets them differently in practice.

Maybe the KPIs track what's easy to measure, not what actually matters.

Maybe the dashboards get produced every month — but the conversations they trigger are more about defending numbers than improving results.

This isn't a failure of ambition. This is more common than most leaders realise.

And it tends to show up in familiar ways:

- Goals that are hard to translate into meaningful, coordinated action
- KPIs that show things are happening, but aren't measuring the real results that matter
- Teams that are busy, but unknowingly pulling in different directions
- Reports that describe the past without helping you change the future



The frustrating part is that none of this is for lack of effort. Most leaders are working hard with tools that weren't designed to give them genuine clarity.

There's a better way to have this conversation.

And it starts with a single hour.

Before: "I was asked a question about what evidence we have that we are successful in implementing what we set out to do. And I didn't have an answer for that."

After: "The end result is tangible — you're actually able to tell the story of where you are as an organisation, and get staff buy-in. I'm able to see visually how we're doing as an organisation, and also see where we still need to improve."

Dell Anderson, Executive Director
Renew Behavioral Health and Wellness, Grant County

One hour. Your real goals.

And a conversation that tends to produce uncommon clarity.

A Discovery Discussion isn't a course or a consultancy pitch. It's a single, focused conversation — guided by questions that tend to produce a kind of clarity leaders tell us they haven't experienced before.

The session is free, one-on-one, and led by an accredited PuMP Partner.

You choose where to focus:

- 1. Make a strategic goal genuinely clear and measurable.**
If a goal feels vague or hard to act on, the conversation will reframe it — precisely, and in a way your team can align behind.
- 2. Turn an immeasurable goal into a meaningful KPI.**
Most goals that leaders believe can't be measured, can be. We'll work through one of yours to show you how.
- 3. Map how every team connects to the strategic direction.**
The conversation will surface where alignment exists across your organisation — and where it quietly doesn't.
- 4. Transform how your reports create insight.**
Using one of your existing KPIs, we'll show you what it looks like when a chart actually tells you something worth acting on.

What you won't notice is the methodology running quietly in the background. You'll just



notice that the conversation goes somewhere useful, faster than you'd expect.

You bring one goal.
Your facilitator brings the questions.
What emerges is yours to keep.

Most leaders finish the hour with one thing they didn't have before: a specific, concrete next step they feel genuinely confident about.

That's not typical of a free session. It reflects what becomes possible when the right framework is operating behind the right questions.

"This was what I think was missing in all of our previous approaches — telling that story with evidence."

Hanlie Erasmus, Associate Director of Public Library Services, State Library of South Australia

Ready to see what your strategy could look like with real clarity?

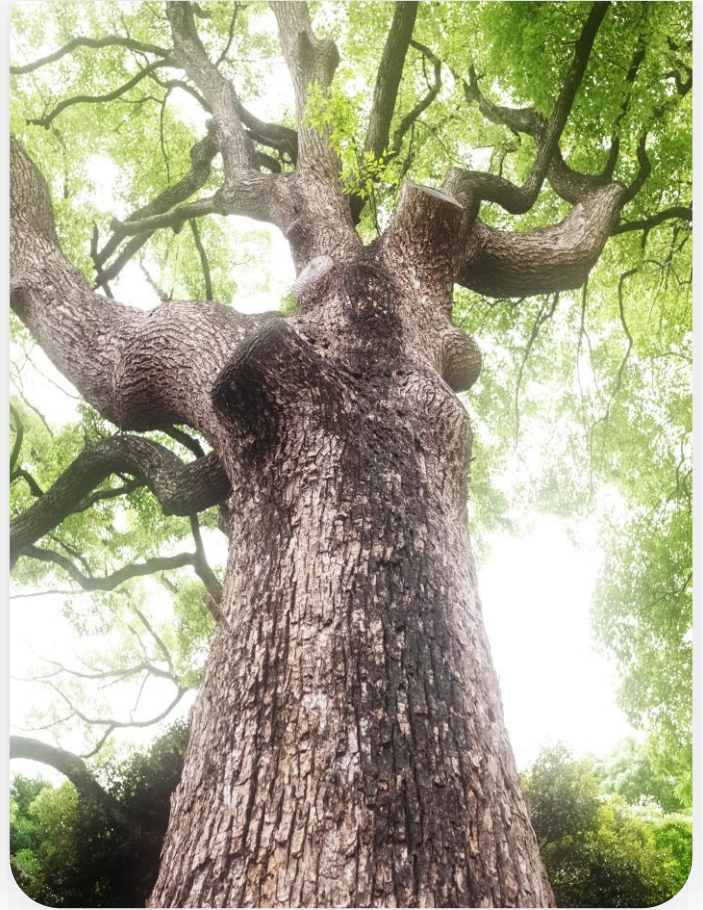
The Discovery Discussion gives you a small taste of a complete performance measurement methodology that organisations have used for over 30 years to turn strategy into genuine, measurable results.

One hour isn't the whole journey. But it will give you something most leaders find surprisingly valuable on its own — and a clear sense of what becomes possible when the full approach is at work in your organisation.

The session is free, personal, and without obligation.

It's designed for leaders who suspect their current approach to goals and KPIs isn't giving them the confidence or traction they need — and who want to experience an alternative before committing to anything.

Discovery Discussions are facilitated by accredited PuMP Partners worldwide, conducted via Zoom or your preferred online platform, across multiple time zones. Sessions run approximately 60 minutes.



To book your personal Discovery Discussion:

We can connect you with your regional PuMP Partner, who will contact you to schedule a time that suits you.

One hour. One goal. One conversation that might change how you think about your strategy permanently.

[BOOK NOW >](#)

Or you can email us at team@pump.academy for more information, or to connect with your regional PuMP Partner.