End your performance measurement struggles, once and for all.
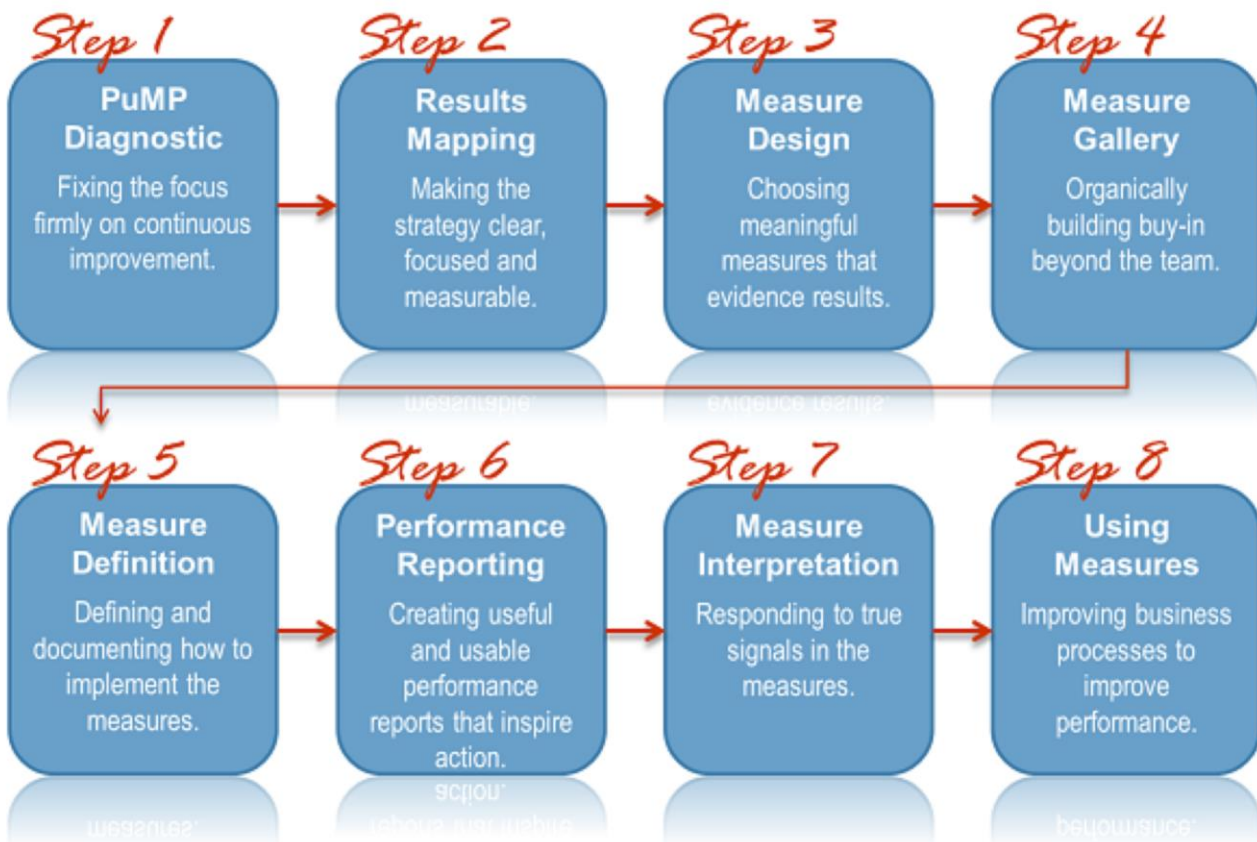
The Eight-week PuMP® Blueprint Pilot Project employs research-based, field-tested step-by-step techniques to overcome the most common struggles people face in trying to meaningfully measure what matters. Stacey Barr's research shows that the most common of these struggles are:

1. **Measuring a strategy that seems immeasurable** and is filled with vague words like efficient, effective, sustainable, quality, reliability, and productive (and other intangible concepts);

2. **Finding good performance measures** that meaningfully track results, not activity;

3. **Engaging people** in measurement, so they buy-in and own their measures instead of measuring just the easy things or avoiding measures altogether;

4. **Aligning performance measures to strategy** so only the important things are measured, and everyone has that "line of sight" from their work to the purpose and priorities of the organization; and

5. **Getting decision-makers to use performance measures** to inform their decisions about the highest leverage ways to improve organizational performance.

Replace those struggles with practical, engaging, and proven techniques.

The PuMP® Blueprint was designed deliberately to target these struggles (and more) and put an end to them. These struggles disappear when people use this methodology of very practical, systematic, and engaging techniques:

The PuMP® Performance Measure Blueprint Methodology

Step 1
PuMP Diagnostic
Fixing the focus firmly on continuous improvement.

Step 2
Results Mapping
Making the strategy clear, focused and measurable.

Step 3
Measure Design
Choosing meaningful measures that evidence results.

Step 4
Measure Gallery
Organically building buy-in beyond the team.

Step 5
Measure Definition
Defining and documenting how to implement the measures.

Step 6
Performance Reporting
Creating useful and usable performance reports that inspire action.

Step 7
Measure Interpretation
Responding to true signals in the measures.

Step 8
Using Measures
Improving business processes to improve performance.

Data2insight LLC is . . .

a data science firm that values learning and growth based on sound evidence, evaluation and performance measurement. Providing our clients with performance measurement, strategic evaluation, dashboarding, program design, and data coaching that inform evidence-based decision making and action taking is what data2insight does best. While Veronica Smith founded this firm with the vision of partnering with people to better understand, measure, and solve complex problems, it is our team and strategic partners who have been essential in making that vision a reality. Together, we bring integrity, curiosity, appropriateness, creativity, reflection, and rigor to every project and tailor a solution to meet our clients' needs.

People and organizations are drowning in data and starved for wisdom.

People and organizations need to more systematically ask and answer the key questions about the social, environmental, educational, and health impacts they are making in the world. They need to measure and manage performance in order to be able to continuously improve. Scattershot performance measurement, action research, and evaluation are problems that over half of the organizations on the planet are wrestling with today, thanks in large part to the data deluge. Businesses spent over $170 billion in 2013 on strategic, financial, marketing, human resources, operations and supply management, and IT technical design, development consulting. Performance measurement, action research, and evaluation services span all these organizational needs.

Who has this problem?

People and organizations who care about using their resources wisely to optimize their impact in these sectors:

- Mission-driven organizations including non-profits and for-profit social ventures (e.g., social purpose corporations and B Corporations),
- Formal and informal preK-12 education,
- Community colleges and universities,
- Foundations, and
- Government organizations.

How is data2insight solving this problem?

The solution to scattershot measurement, research, and evaluation is systematic inquiry that leverages what we know about organizational learning, performance measurement, best practices for co-creating knowledge, technology tools, and complex problems. Data2insight partners with people in organizations to systematically use credible and actionable evidence wisely to measure, learn, and improve processes and impact. This systematic process, if executed well, results in informed decisions and action that can solve complex problems like diversifying the STEM workforce, homelessness, unemployment, and high school drop out.

What makes data2insight offerings unique?

The data2insight team combines the power of data science with social, behavioral, and learning sciences to provide innovative approaches to performance measurement, action research, and evaluation. Founder, Veronica S. Smith, is a data scientist who knows data collection, storage, processing, analysis, and visualization inside and out. Her team consists of social, behavioral, and learning science researchers and evaluators as well as technologists who know how to build tools like information dashboards to support organizational learning and continuous improvement.

Veronica S. Smith, PuMP® Certified Consultant

Ms. Smith completed the PuMP® Blueprint Online Certification program in 2011. Since then, she has coached teams through the PuMP® process at Howard University, UCLA, and Powerful Schools. Ms. Smith is currently working with Urban League of Metropolitan Seattle on developing their performance reporting process. She has also been asked to write a field guide for dashboard design-build.