

# PUMP

## S U M M A R Y P A G E

## PuMP Step 2: Measurability Tests

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### TEST A: Is it a result, or an action?

- Just because a goal starts with a verb does *not* automatically make it an action. Look past the verb and decide if the goal is describing a task or project to get done (action), or a state of performance that can be continually improved through a series of different actions (result).
- If your goal is an action or activity, write down what the most important intended result is.
- Ask "why is it important to do this activity?"
- Ask "what is the intended result of doing this activity?"
- Ask "what should be better or different if this activity succeeds?"
- It will make your measures about PERFORMANCE and not just trivial statistics or milestones.

### TEST B: Are there any weasel words?

- Highlight weasel words in your goal, or your reworded result, from above.
- What do those words actually mean? Answer this question with what immediately comes to mind. It helps to talk out loud, and have someone else write down what you say.
- Rewrite your result in plain English, ideally in words that a 10-year old would understand.
- It will make your measures easier to find.

### TEST C: Is the goal multi-focus?

- Are there several performance results tied up in your result statement? Are there two or more implied results than are joined by the word "and"?
- If so, write a separate result statement for each one.
- It will make your measures more relevant and able to give a complete picture of what your goal is trying to achieve.

### TEST D: Should, can and will we improve it?

- Is this a result that you should improve?

# PUMP

## SUMMARY PAGE

- Is it a result you can improve? You can improve it if it's in your circle of control or influence.
- Is it a result you will improve? You will improve it if you have resources allocated to improve it, like budget, a team, a project or initiative.
- If you do not answer 'yes' to all three, then it's not important enough to measure and maybe not important enough to allocate resources to.
- It will make sure you only measure what you really need to, not just what you can.

### TEST E: How does it align with the rest of the strategy?

- Which other results in the organisation's strategy does this result have a cause-effect link to?
- If there is no strong relationship between this result and the strategy or purpose of the organisation, there's no point having it and definitely a waste of time measuring it.