

Good Metric Checklist

Select Metrics That Help You Drive Performance and Communicate Value



The best metrics help managers make decisions that drive performance towards their goals. Use this checklist to determine whether the metrics you plan to track will help you monitor and drive performance towards desired advocacy outcomes.

Is It Goal-Oriented?

- Achieving our advocacy goals would be very difficult if we performed poorly on this metric.

Would It Lead to Action?

- I know the first three steps I would take to diagnose poor performance.
- I can name a behavior or process I might change if we performed poorly on this metric.

Is It Easy to Understand?

- I can clearly explain the metric's purpose and definition in a 30-second (or less) elevator pitch.
- I don't require any additional context to understand our performance.

Out of context: Meetings with 10 congressmen
In context: Meetings with 80% of target congressmen

Is It Easy to Measure?

- New data will be available on a weekly, monthly, or quarterly basis.
- Tracking this metric will not require significant additional time or resources.
- I don't need to make judgment calls when I collect data.

Judgment Calls Invite Different Interpretations

of **meetings** with priority committee members

Do long emails count? What about a phone call? A conversation in passing?

Tip: for very nebulous metrics, use a proxy, instead. E.g., to measure enthusiasm for a symphony, count the number of standing ovations.