

Measurement Builder



Wildly Important Goal

List potential measures that would show progress toward this goal.

- | | |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

Measurement Credibility Checklist

- | | |
|---|---|
| <input type="checkbox"/> Accurately tracks progress toward the goal | <input type="checkbox"/> Tracks outcomes as well as activities |
| <input type="checkbox"/> Inputs cannot be easily manipulated | <input type="checkbox"/> Is truly achievable |
| <input type="checkbox"/> Is influenceable by the team | <input type="checkbox"/> Has no unintended consequences |
| <input type="checkbox"/> Drives the right behaviors | <input type="checkbox"/> Value of measuring exceeds cost of measuring |

If you could choose only ONE of these overarching measures, which would have the greatest impact on helping you achieve this wildly important goal?

Measure:

Current Result: _____

Target Result: _____

By When: _____