

Why we measure

- ☐ To distribute resources efficiently
- ☐ To ensure goal and vision alignment
- ☐ To course-correct
- ☐ To show the value of our people and our team
- ☐ To know when we've accomplished something - we celebrate!

What are your key reasons for measuring? Add your thoughts to the box below.

Based on your team goals/vision and your organization's goals, what will you measure?
Keep these to 5 maximum.

- 1.
- 2.
- 3.
- 4.
- 5.

How you measure

Start with the goal/target of what you decided to measure.

Choose measures that will give meaningful information:

- Survey
- Databases
- Sales operations information
- Results from other teams (i.e. revenue from sales)

Make them as simple and clear as possible.

How will you measure your goals and activities – and what tactics will you use?

Add your thoughts to the box below.

Reporting your results

- Who are the people or groups that care about your results?
- What do they need to know or want?
- What is the best format?
- What is the right timing?
- Who will you share your measurements with – and what will you share with each group/person?

Add your thoughts to the box below.
