

Take Action!

Implementation Task 17: Determining Measurements

Review the following segment of Module 7:

◆ *Determining Measurements*

Step 1: List your Critical Success Factors in the left column then brainstorm on at least two to three potential ways that you could measure progress or effectiveness in each of these critical areas during the period of time for which you are creating your current objectives. (For example, are these quarterly, six month, annual or two year objectives? If so, how could you measure success during this time period?)

Critical Success Factors	Measurement Options
	1. 2. 3.
	1. 2. 3.
	1. 2. 3.

	1. 2. 3.
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Step 2: Review the list of Measurement Options from Step 1 above and select the one measurement for each Critical Success Factor that will be most likely to help you determine whether your business is making the right progress desired in each critical area during this planning period. Once you have determined the right measurements, write them on the chart below, then determine what mechanism or method you will use to take the “before” and “after” measurements. (i.e. surveys, manager’s reports, accounting system, point of sale system, customer relationship management system, etc.) Finally, if you currently have access to the data needed for the “before” measurement, write the information that describes current reality in the “before” measurement column.

Critical Success Factors	Measurements	Measurement Methods	“Before” Measurement