Measuring for Success

Module Nine
Performance Measures

• Can be on Goals, Objectives, or Strategies.
• It’s important for performance measurements to be uniform—to measure four different strategies for achieving the same goal or objective with the same metrics so a comparison can be made.
Background on Performance Measurement

• Performance Measurement tells us if what we’re doing is working or if we need to make changes.
• Performance Measurement is about actions and activities, not personalities and egos.
• Objective analysis allows us to meet regional goals and objectives.
• There must be accountability both internally and externally for performance measurement metrics to be effective.
Objective for Today

• To develop a performance measurement metric for each goal/objective that was selected in the morning, and to have that metric help us evaluate whether the plan is being implemented one year from today’s date.
Using ABC’s to Promote Success

Refresher: ABCs

Attitudes, Knowledge and Skills → Behavior → Conditions → Success

Short-Term Intermediate Long-Term

Real Impacts
Sacramento Valley Vision decided that its number one objective is Increased Investment and Employment Opportunities in the Region.

Increase or decrease in employment and investment in the region

Goal from Valley Vision: Increased jobs and new investment
Measuring ABCs: An Example

Your team decides to focus on fostering small business growth by providing training on developing and managing Web-based sales.

- 25% improvement in the number of startups in operation in year 6.
- Increase the survival rate of new business start-ups or businesses less than five years old.
Measuring ABCs: An Example

**Problem:** We decide that we want to decrease the regional unemployment rate by 1% per year for five years. For the first two years, the regional unemployment rate decreases by 2%. But in the third year, with the plan having been successfully implemented for the previous two years, the unemployment rate increases by 1%

**Discussion:** What are some possible factors that caused the strategy to fail and how can we spot them and mitigate them?
CREATING A PLAN TO MEASURE FOR SUCCESS
Key Questions in Developing a Plan

- **What** information do we need?
  - Does it already exist? **OR**
  - Will you need to gather it?
- **How** can the information be collected objectively?
- **Who** should have access to information for accountability purposes?
- **When** will they get information?
# Measurement Plan Template

<table>
<thead>
<tr>
<th>What you want to measure</th>
<th>What information does the group need?</th>
<th>How can that information be collected objectively?</th>
<th>Who will get information for accountability purposes?</th>
<th>How often will they get that information?</th>
</tr>
</thead>
</table>
| **Goals and Objectives:** The Goal and Objective  
The Participants | | | | |
| **Attitudes/Knowledge/ Skills you want to change** | | | | |
| **Behavior you want to change** | | | | |
| **Condition you want to change** | | | | |

## Goals and Objectives:

- The Goal and Objective
- The Participants

## Attitudes/Knowledge/Skills you want to change

## Behavior you want to change

## Condition you want to change
Measurement Plan Feedback

- Are there opportunities for course corrections?
- How will this plan foster success?
- Who will we be accountable to externally?
- How will we measure regional effectiveness?
- Do the measurements link directly back to the goals and objectives?
Next Steps

- Develop Strategies and Action Steps to Meet Goals and Objectives.
- Measurement to Evaluate Strategy Effectiveness
- Review Regional Plan
- Launch Regional Plan