Better Measures in 60 Minutes!

INSTRUCTIONS

1) Remind yourself of the program GOAL. This should be specific: what do you hope to see change in the real world as a result of your work?

2) As you work through the measures table, you'll RANK your measures based on how useful they are. This is a qualitative assessment made by the expert: you.

3) Thinking through these complications should clarify for you what you should START, STOP, or CONTINUE for each measure. This could be as simple as "continue using this the same way," "stop using this measure," or "start seeking other data for validation." Are they doing what you hope and easy to collect? Give them a 10. Are they at risk of being inaccurate and difficult to collect as well? Rank them a 1 and start thinking about replacement measures.

4) Now, make a quick PLAN for spiffing up your measures.

Once this exercise is finished, you'll know more about your programs and more about how to tell others about your programs!

(1) Restate your program goal:

(2) Fill in the following table for your measures, ranking them for each column as indicated:

Measure	Access	Analysis	Confounding Factors	Objectivity	Goal Relevance	Timeliness	Overall Rating
Name your measure	(easy to access = 10, difficult = 1)	(easy to analyze= 10, difficult = 1)	(few = 10, many= 1)	(high = 10, low = 1)	(high = 10, low = 1)	(aligned with program = 10, not aligned or unknown = 1)	(sum previous ratings & divide by 5)

*Add space and pages as needed, but make sure you're not measuring more than you need. Keep that effort efficient!

(3) Start, Stop, Continue:

Based on your ratings in the table in step 2, think about what you can start, stop, or continue to improve measures that aren't highly rated and keep collecting data for the ones that are already great.

I put them in a different order so that you can start with all of the good news.

Measures Rated 7-10	Measures Rated 4-6.9	Measures Rated 1-3.9
Measures in the highest category:	Measures rated in the middle:	Measures rated the lowest:
CONTINUE: What's working well?	CONTINUE: What's working well?	CONTINUE: What's working well?
START: What do we need to start doing to improve this?	START: What do we need to start doing to improve this?	START: What do we need to start doing to improve this?
STOP: What should we abandon?	STOP: What should we abandon?	STOP: What should we abandon?

(4) Make a Plan to Spiff Up Your Measures:

Based on your review in step 3, make a plan for how to implement the start, stop, continue actions you identified.

	What	Who	How	By when
This week:				
This month:				
This year:				

If this all seems like a LOT, don't fret! Give us a call.
We are here to help you save the Earth faster.

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