



1

Referencing your Vision Map, identify the key outcomes that you would expect to see when the vision is achieved.

2

For those outcomes that can be measured quantitatively, document both the measures and the goals.

3

For those outcomes that will be measured qualitatively, document the measurement and how it will be tested.

4

In addition to the qualitative measures listed above, add a measure to track movement along the activation curve — one each for the “Hear It”, “Believe It”, and “Live It” phases. *This can often be accomplished using a thoroughly-worded survey question for each phase.*

5

With these qualitative and quantitative measures documented, select the top measures you wish to include on your “Dashboard”.

6

If these measures are not currently in place, develop an action plan to install the measurement system in your organization.

NAME OF INITIATIVE:



What outcomes would we see if we achieve our vision?



What qualitative measures will improve?



Resulting Dashboard: What are the top qualitative and quantitative measures we'll use to track this initiative?



What quantitative measures will improve?



Activation Plan progress?



How will we know when everyone is living it?



How will we know when everyone is engaged?



How will we know when everyone is aware?



Action Plan: What steps do we need to take to install measurement and ensure we can collect and report this data?