

# WGFOA Metrics Jeopardy

## Key Points

<i>Good Metrics</i>	<i>Bad Metrics</i>	<i>Be Cautious</i>
<b>Measures processes (Leading)</b> Measures the processes that will get to the outcome, helps to identify trends so adjustments can still be made.		<b>Measures outcomes (Lagging)</b> Reports the long-term performance, what occurred
<b>Actionable</b> Ties to specific and repeatable actions	<b>Vanity</b> Documents current state without insight on how the numbers were reached, IG: web site hits	
<b>Connect to mission, strategy &amp; organization goals</b> Goals can be connected to from any level of the organization	<b>Goals do not align</b>	
<b>Focus on the vital few</b> Prioritize the top 3 goals, no more than 5, that will make the biggest impact	<b>Everything is important</b> Have fewer, but more impactful goals	
<b>Quantitative</b> Used to formulate facts and uncover patterns		<b>Qualitative</b> Helps to provide an understanding of the problem
<b>Clear &amp; relevant</b> All metrics are visible and can be easily understand and explained by all	<b>Employees cannot explain</b> We want to avoid employees asking, "What are the metrics that were created a couple month ago?"	
<b>Reductive</b> Think in terms of reducing, eliminating		<b>Additive</b> Careful with metrics that use words such as: add, create, increase
<b>Accountable by those doing the work &amp; supported by leadership</b> Goals and metrics should be created using "catchall", passing ideas back and forth as well as up and down	<b>Leadership mandated</b> Employees will be less engaged when they are not involved in the goal setting process	
<b>Reviewed regularly</b> A management system is in place where metrics are reviewed regularly with a team. Depending on the metric, this could be hourly, daily or weekly.	<b>Reviewed only when asked</b>	