



Introduction to You Get What You Measure

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Objectives

1

Learn about
everyday
measures.

2

Receive overview
of You Get What
You Measure
(YGWYM).

3

Practice
developing a
measure.

Why measure

fuels continuous learning through reflection

creates new information and new patterns of information flow

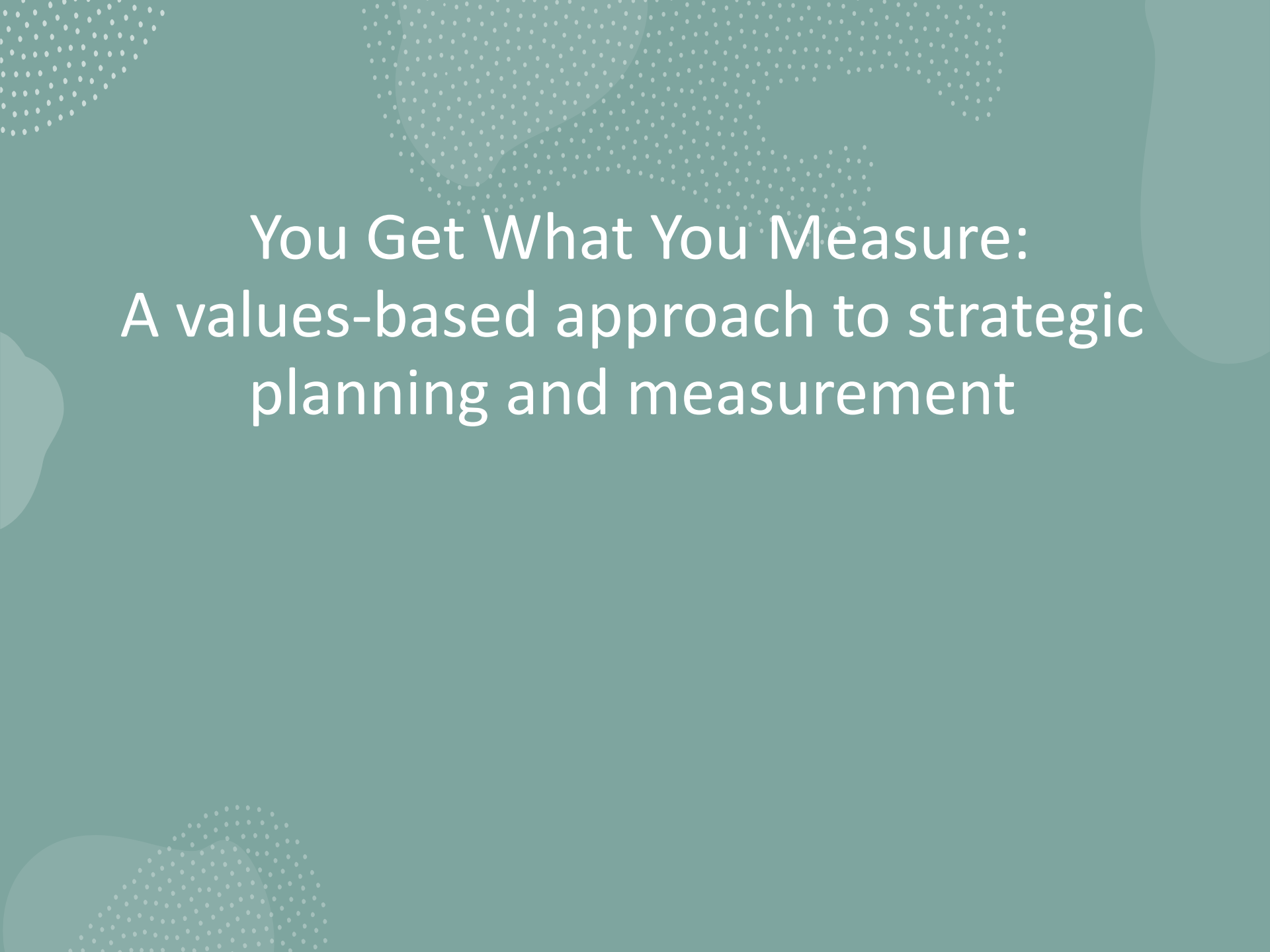
captures results of risk & experimentation

can lead to new & unprecedented conversations, particularly with information gatekeepers

supports constructive self-organizing behavior

allows us to test our assumptions about the way the world works

helps us tell our stories



You Get What You Measure:

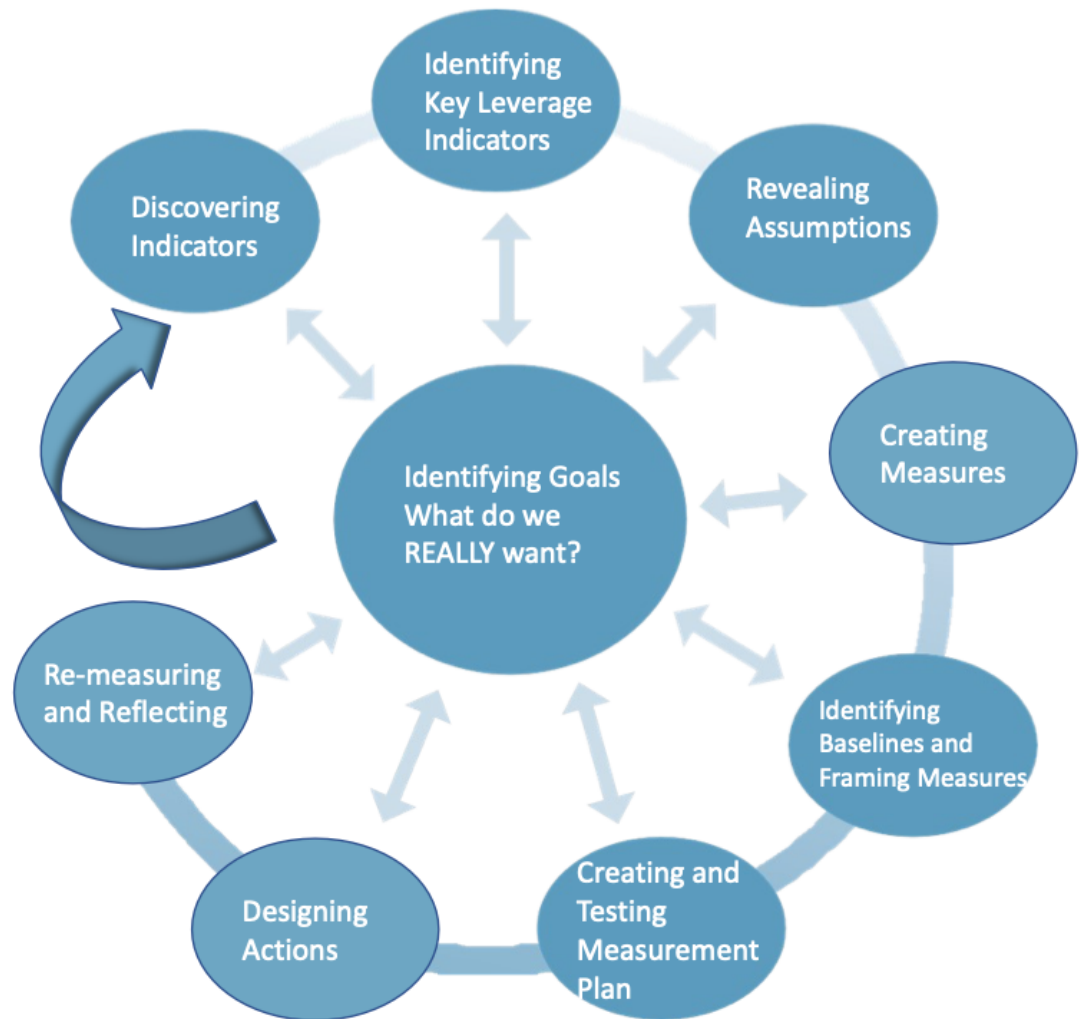
A values-based approach to strategic planning and measurement

Exercise: Everyday Measurement

List 2-3 things that you count or measure as part of your daily life (not connected to work).

Share your work with those at your table (or sitting next to you) by having each participant pick one measurement off their list and describe what kinds of decisions or actions they take based upon the measurement.

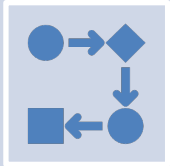
Process Overview



It Starts with Goals

Everyone in our community has access to the transportation they need to live a fulfilling life.

Indicators of Progress

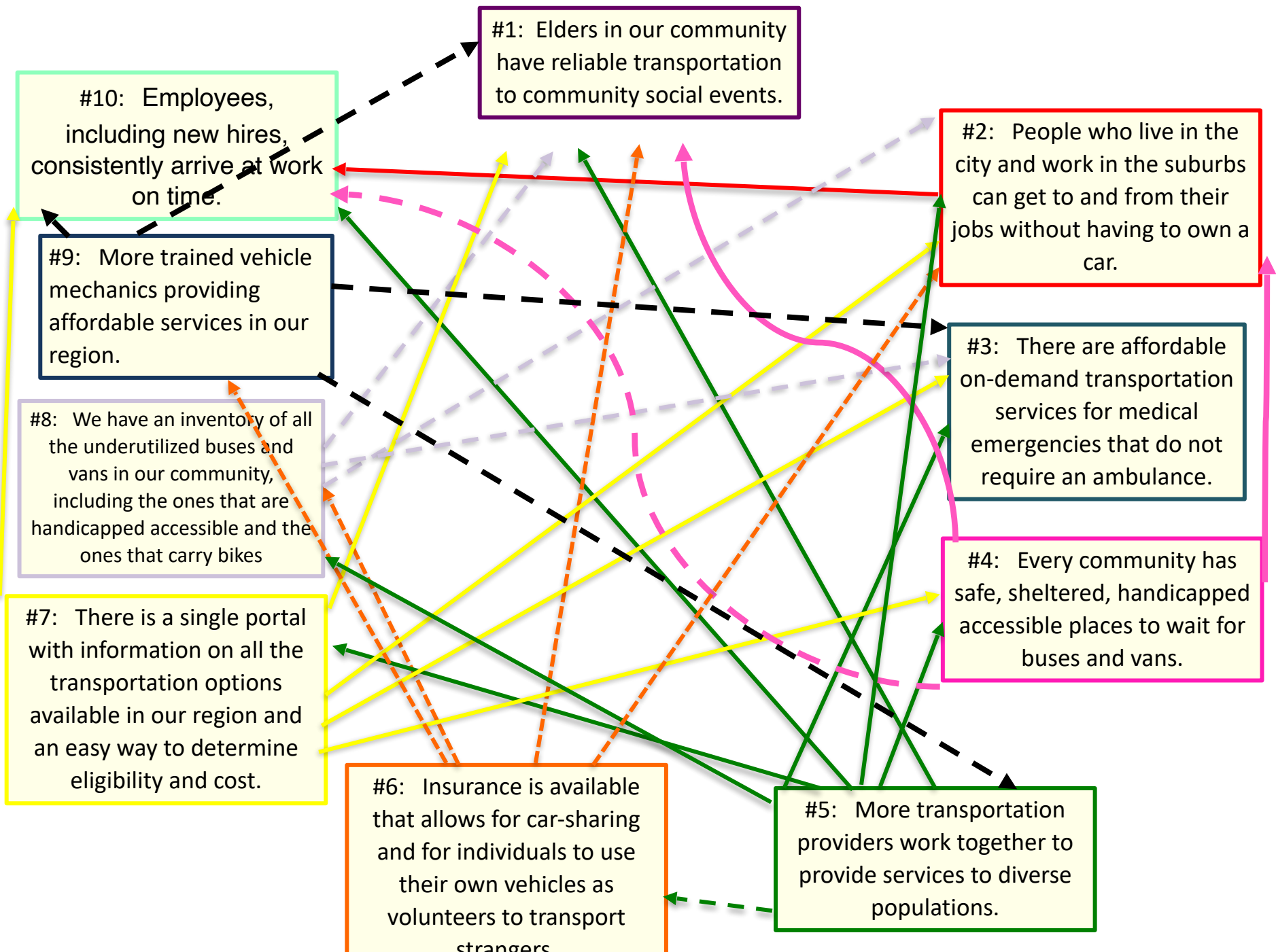


How will you know we are making progress toward this goal? What needs to change?



From the perspective of each of the constituents represented in the room, what would positive change toward this goal look like?





What does it mean?

#1: Elders in our community have reliable transportation to community social events.

#2: People who live in the city and work in the suburbs can get to and from their jobs without having to own a car.

#3: There are affordable on-demand transportation services for medical emergencies that do not require an ambulance.

#4: Every community has safe, sheltered, handicapped accessible places to wait for buses and vans.

#5: More transportation providers work together to provide services to diverse populations.

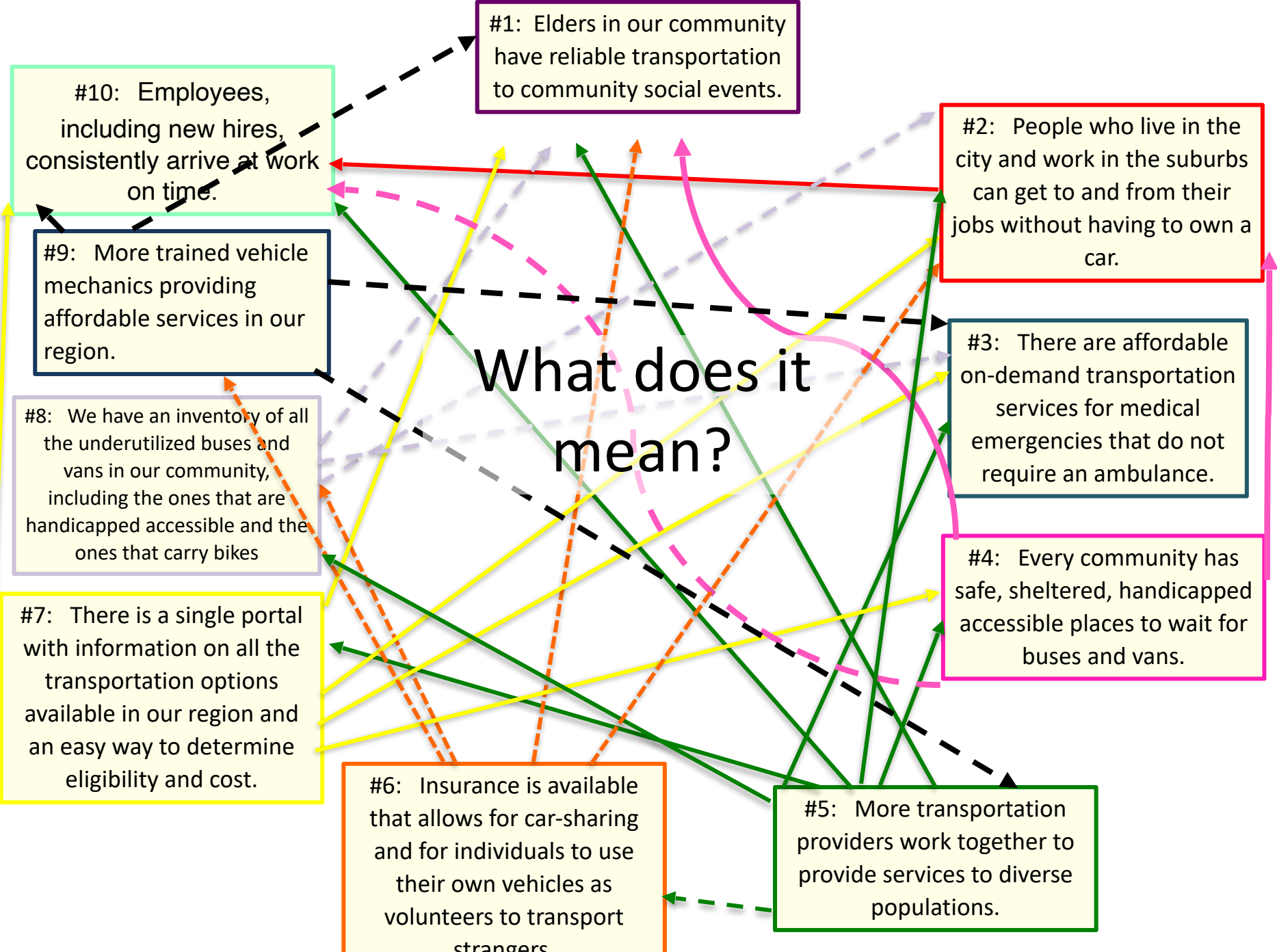
#6: Insurance is available that allows for car-sharing and for individuals to use their own vehicles as volunteers to transport strangers

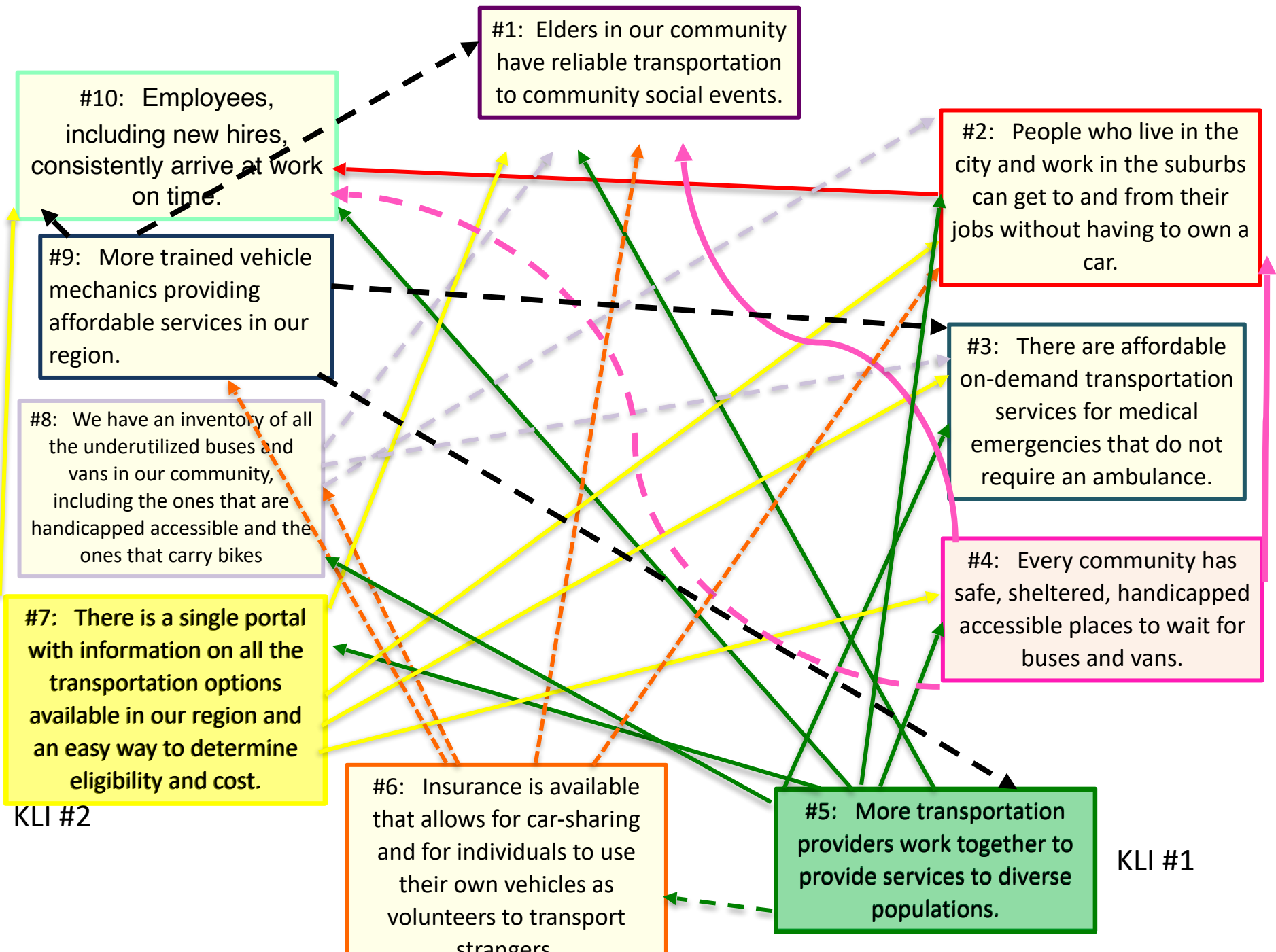
#7: There is a single portal with information on all the transportation options available in our region and an easy way to determine eligibility and cost.

#8: We have an inventory of all the underutilized buses and vans in our community, including the ones that are handicapped accessible and the ones that carry bikes

#9: More trained vehicle mechanics providing affordable services in our region.

#10: Employees, including new hires, consistently arrive at work on time.





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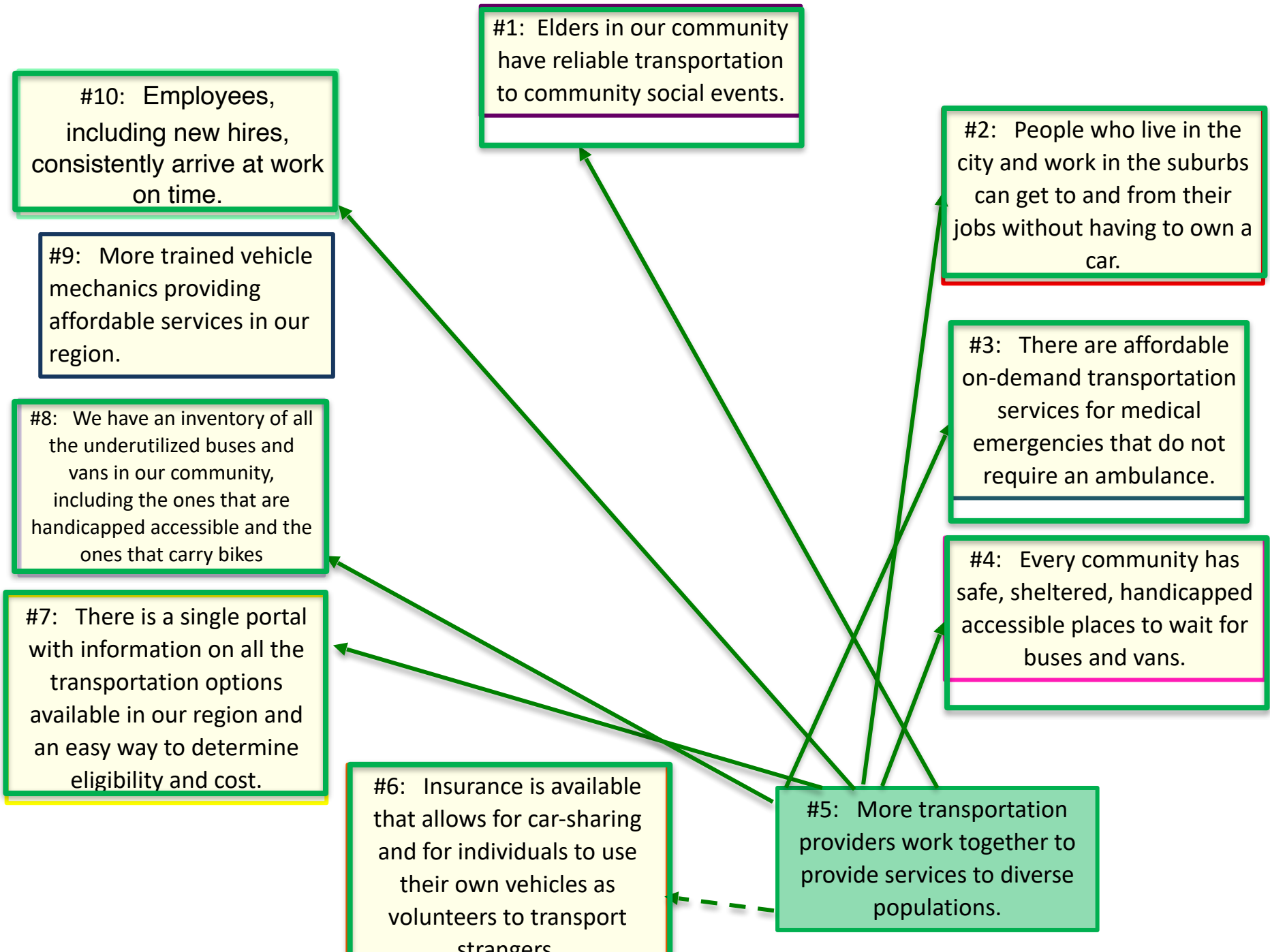
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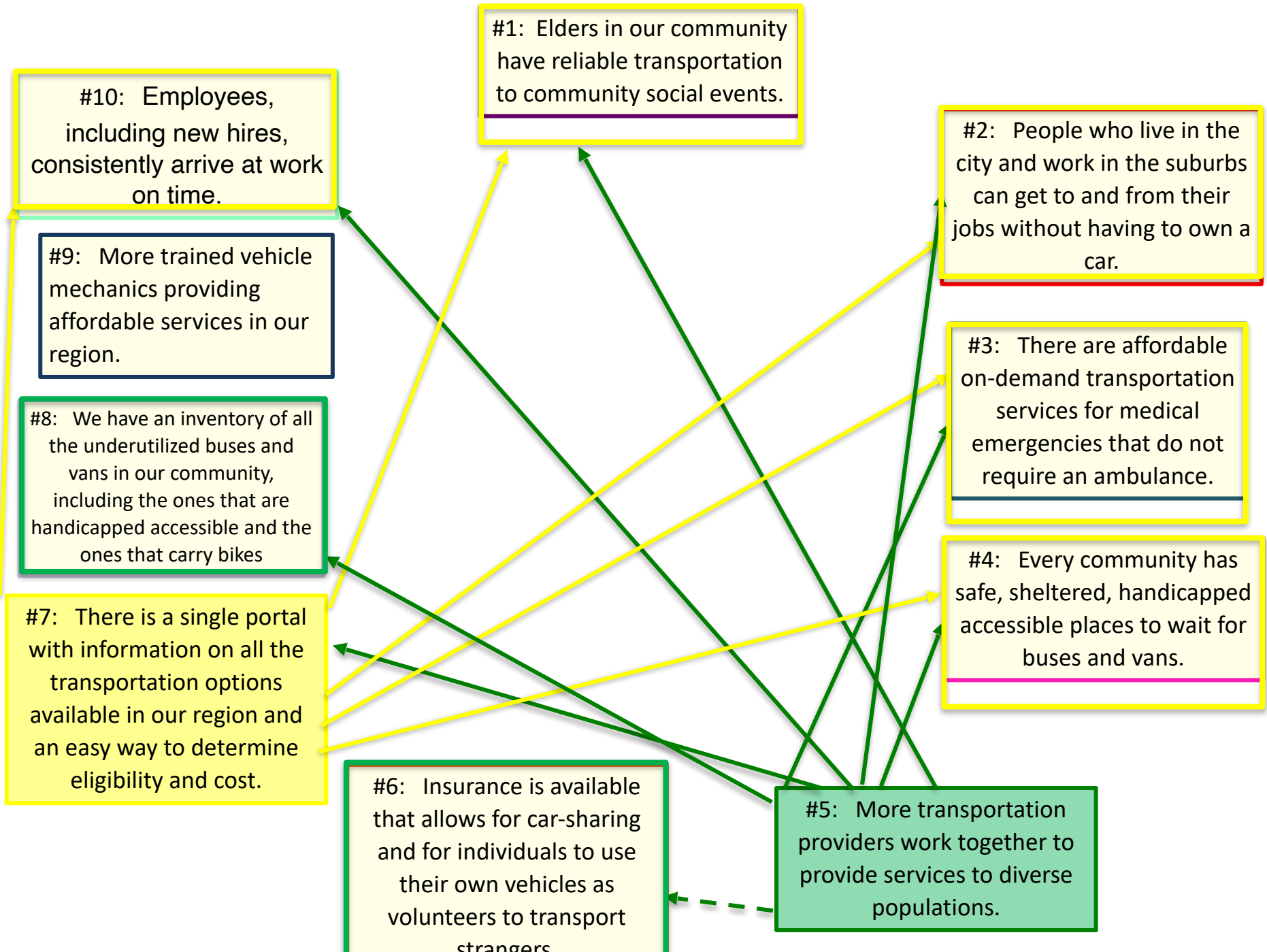
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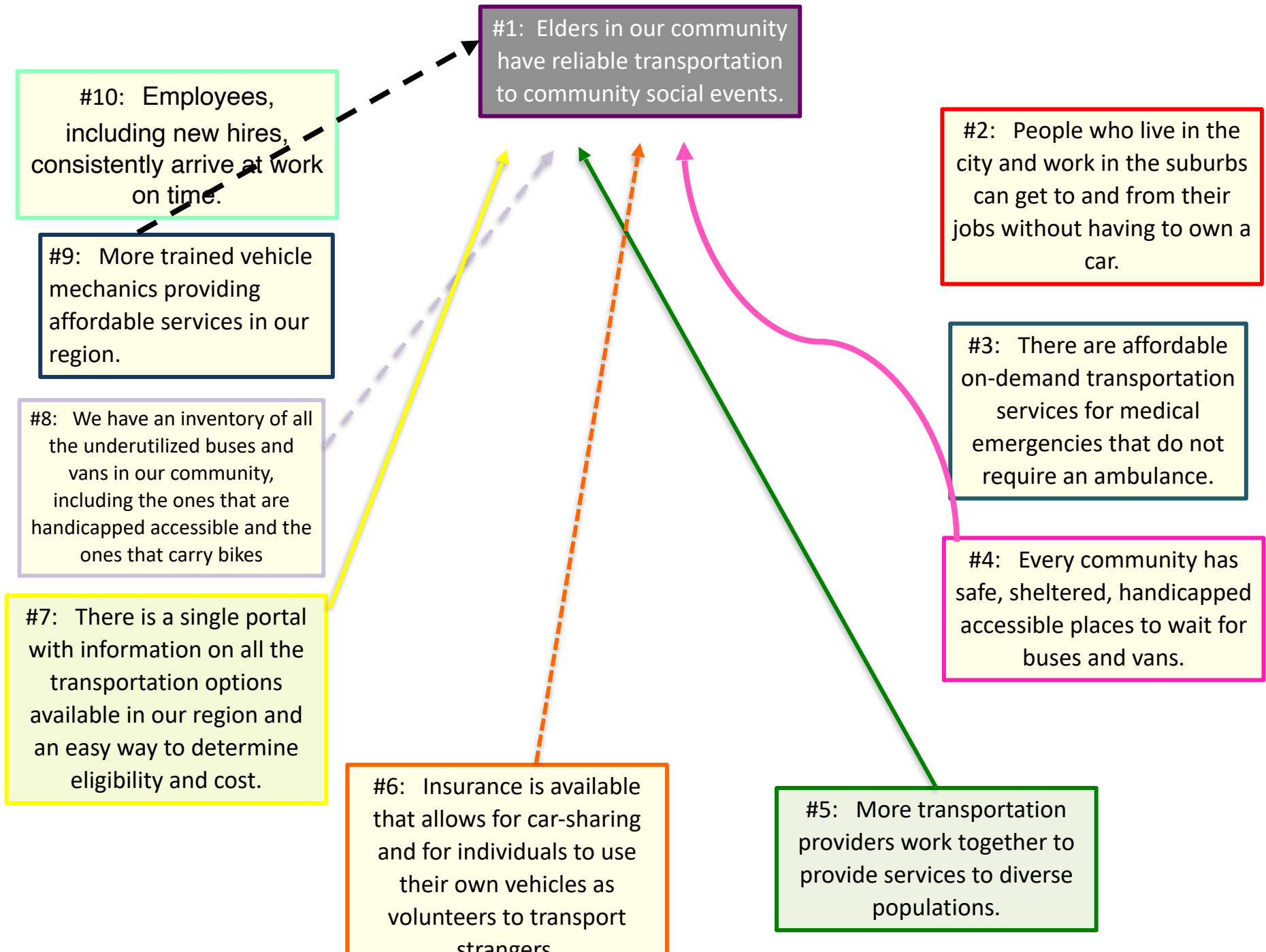
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How to Develop Measures

1

Discuss how you will define the terms in your goal and key leverage indicator(s).

2

Determine the unit of measure

3

Identify the relevant baseline and how you will establish it

Exercise: Key Indicator:

More transportation providers work together to provide services to diverse populations.

Definitions:


- Transportation providers:
- Diverse populations:
- Work together:
- Provide services:

Unit of measure:

Useful baseline:

Framing Measures: Based on Research

Framing measures illustrate the entire scope of the opportunity; targets identify the focus of your actions and what is possible and help define success; measures tell you if you are making progress toward your targets.



Framing measures have three elements:

1. A geographic frame

2. A time frame
(that allows you to
see trends over
time)

3. A plausible target
(based on research
into conditions in
similar areas)

Action Plans and Measurement Plans

Action plans answer the question: What do we need to do to move our key leverage indicators in a positive direction?

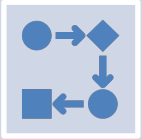
Measurement plans answer the question: How are we going to know if we're making progress?



Exercise: Goal for your own work

Draft a goal for your own work and share it with your table (or seatmate).

You Get What You Measure - Resources



Progress You Can See book



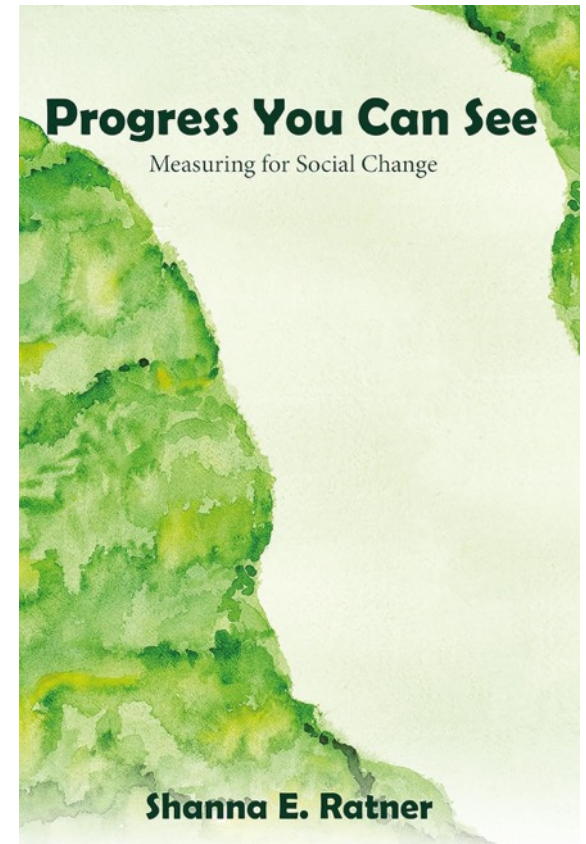
YouTube videos

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si=goSv346JmA8yVjnk](https://youtu.be/VNCd2pCtdgI?si=goSv346JmA8yVjnk)

[https://youtu.be/DCQA6XcBp6o?
si=OXtSUo-uKITiCuSk](https://youtu.be/DCQA6XcBp6o?si=OXtSUo-uKITiCuSk)



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YELLOW WOOD
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Handouts

Everyday Measures

Overview of YGWYM

How to Define a Measure

Formulate Your Own Goal