

# KEY SUCCESS METRICS

## WORKSHEET

<b>Organization Name:</b>	
<b>Problem Statement</b> What problem(s) are you trying to solve?	
<b>Target Beneficiaries</b> What group(s) has this problem(s)?	
<b>Mission Statement</b> What solution(s) are you contributing toward solving the problem(s)?	
<b>Vision Statement</b> What is the long-term change you would like to see in the world?	

<b>Primary Success Metric(s)</b>	The main focus <i>outcome</i> that will identify if your organization is making progress towards your long-term vision. This metric is a <i>qualitative</i> view of the change you would like to see in your beneficiaries
<b>Primary Success Metric 1</b>	
<b>Primary Success Metric 2 (optional)</b>	

**Notes:**

The organization primary success metric should link directly with the organization's mission statement. Your organization may have more than one success metric if targeting multiple beneficiary groups.

Test your success metric by asking the following question: is your metric measuring outputs from organizational activity or a key outcome that you would like to see in your beneficiaries?

See examples on next page.

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<b>Secondary Success Metric</b>	<i>The quantitative support of the primary qualitative metric that provides the evidence of your proven process to inspire change in others and your propensity to scale your outreach</i>
<b>Secondary Success Metric 1</b>	
<b>Secondary Success Metric 2 (optional)</b>	

**Note:**  
Each secondary success metric should link directly to a primary success metrics. No more than (1) secondary quantitative metric for each primary qualitative metric.

<b>EXAMPLES</b>			
<b>Mission Statement</b>	<i>To match orphaned children with healthy, loving homes.</i>	<i>To honor and empower wounded warriors.</i>	<i>To inspire conservation of the world's oceans.</i>
<b>Target Beneficiaries</b>	<i>Orphaned children</i>	<i>1) Wounded warriors, 2) Country citizens</i>	<i>Asia-based corporations</i>
<b>Primary Success Metric 1</b>	<i>Percent change in average level of health and flourishing of placed children</i>	<i>Percent change in average level of empowerment of engaged wounded warriors</i>	<i>Percent change in average level of engaged corporate awareness and action to protect oceans</i>
<b>Primary Success Metric 2</b>	~	<i>Percent change in the country average level of honor and respect for wounded warriors</i>	~
<b>Secondary Success Metric 1</b>	<i>Number of children placed that meet or surpass healthy and flourishing threshold</i>	<i>Number of wounded warriors engaged</i>	<i>Number of engaged corporations</i>
<b>Secondary Success Metric 2</b>	~	<i>Percent of community displaying honor and respect for wounded warriors</i>	~