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Metrics Matter:

Measuring relevance and influence for success

Solutions for Housing Communications | National Press Club | April 16, 2019

My work resulted in...

1,274,583

Website pageviews

Vanity metrics

- Look big and impressive!
- Easy to get
- Don't connect to your mission
- Aren't (shouldn't be) what gets you more funding

32

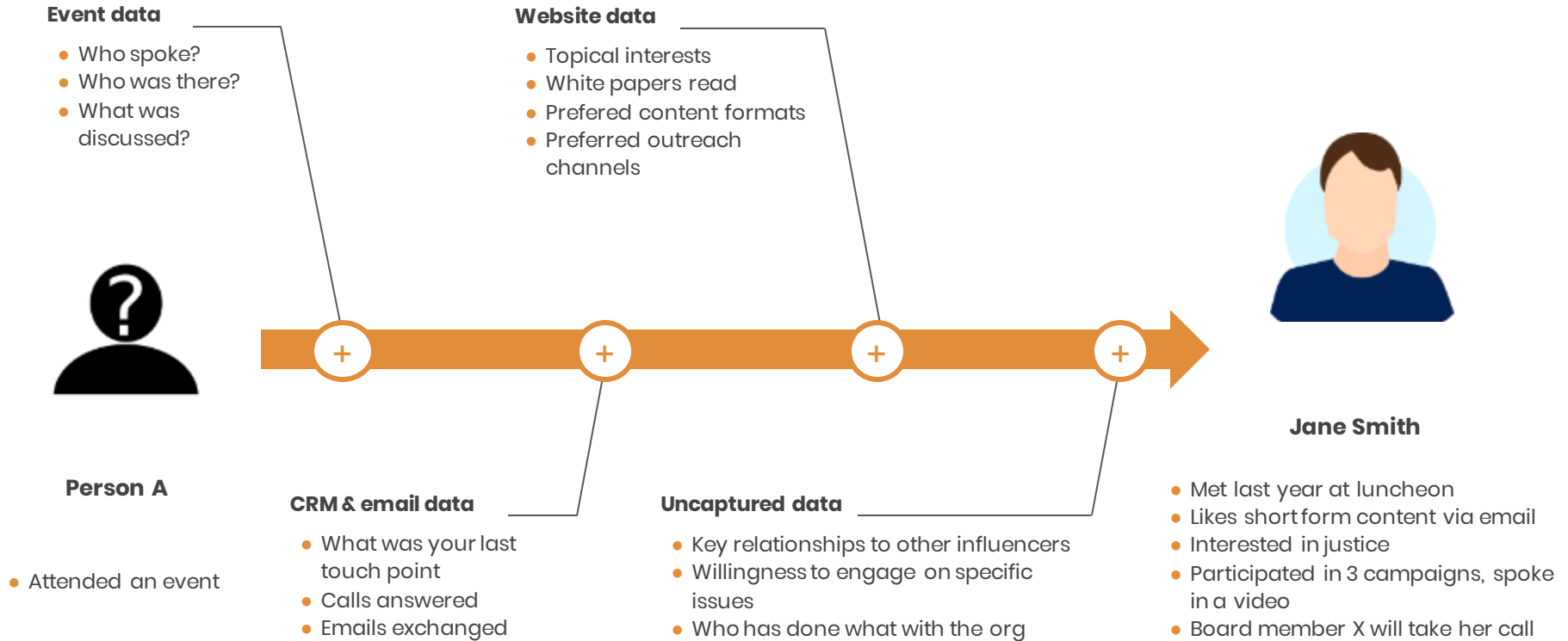
Families placed in homes

Impact metrics

- Connect outreach to outcomes
- Harsh arbiters: hard to move
- Clear signs of what you should do
- Custom-built for your org

The best metrics tell you about you and your impact, rather than the organization overall or external factors. **Impact metrics tell you the impact of your work, and help you improve it.**

What can we learn by integrating data



Use data to tell the story of your impact

Find your metrics: What do you do?

- Your organization exists to drive outcome
- My outreach activity helps achieve this by driving type of engagement
- This work happens in platform where it can be tracked
- This work is consumed through channel where it can be measured
- This is one of my impact metrics

Tailor your reports: Who needs to know?

- We can accomplish more if specific stakeholder can change behavior
- To help them make the best decision they need to know impact metric
- The number and its context together show what does or doesn't work
- The resulting report gives obvious answers to difficult decisions
- This is an impactful report

Lingering questions

Whose job is it to come up with impact metrics?

Yours. Whoever you are. Everyone can define and recommend a new impact metric for the organization to adopt.

So, integrate data... but where?

It depends! There are many ways: a new warehouse? In your CRM? A spreadsheet? Verbally, together, in a meeting?! Start simple and grow as you can

Will this make my job harder?

Possibly. Impact metrics hold you to a higher standard, but also a more compelling standard that connects your work directly to your mission. This is something to boast about!

What's the common thread?

Analytics is about people. How is your work affecting people outside the org, and how does data about that change the way people work inside the org.

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Questions?

