



LEAD MEASURE

PREDICTIVE:

Measures something that leads to the goal

INFLUENCES:

Individuals can make a change that influences the goal outcome

QUANTIFIABLE:

Quantifies behavior that drives lag success

LAG MEASURE

Measures the strategic goal

Once we count it; it's already done

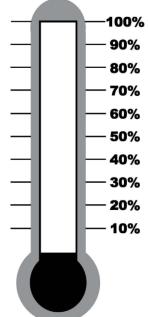








Year: Goal:







Wildly Important Goal

Year: Goal:















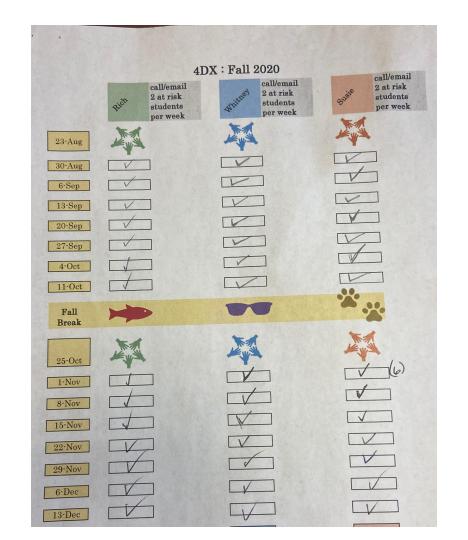


















Changing Behaviors & Reaching Goals