Yardstick to Success: Measuring Your Organization’s Success

Breakout Session #: E07

Presented by: Michelle Warren

Date: July 25, 2017

Time: 2:30-3:35pm
Organizational Success
Topics of Discussion

• What does success look like
• Why should we measure success
• How do we measure success
  – Operational
  – Strategic
• What to do with the information
Organizational Success
What does it look like?

• Dictionary Definition
  – Accomplish an Aim or Purpose

• Organizational Success
  – Establish Vision and Goals
  – Execute Mission
  – Engage Employees
Organizational Success

Why should we measure it?

- Visibility into Current Operations
- Customer Satisfaction
- Employee Satisfaction
- Benchmarking
- Knowledge Management
- Senior Leader Decision Making
What is a metric?
- System of Standard Measurement

3 types of Metrics
- Informational
- Operational
- Strategic
Organizational Success

- Informational
  - Not Actionable
  - Designed to Impress
- Operational
  - Data Driven
- Strategic
  - Long term Planning
Organizational Success
Operational

• Operational Metrics
  – Qualitative
    • Based on Human Judgement
    • Surveys on Customer Services
  – Quantitative
    • Based on Numbers
    • Monthly Comparison Charts
Operational Metrics Examples - Qualitative

2017 WC Experience

- Bliss (5)
- Happy (4)
- Neutral (3)
- Meh (2)
- Ugh (1)
Operational Metrics
Examples – Quantitative
not the best way to show it

Fiscal Year Business Volume

- USAF
- USA
- USN2
Operational Metrics Examples - Quantitative

Fiscal Year Business Volume

- QTR 1
- QTR 2
- QTR 3
- QTR 4

USN
USA
USAF
• Strategic Metrics
  – Goal Metrics
    • Measures Performance to a set Goal
    • Tracking Strategic Plan Initiatives
  – Key Performance Indicator
    • Critical Business Strategies
    • Dashboard
Strategic Metrics
Examples - Dashboard
Organizational Success

• What to do with the information?

• Decisions
  – Budget
  – Personnel
  – Workload
  – Long Term Planning
"Not everything that counts can be counted, and not everything that can be counted counts."
-Albert Einstein
Contact Information

• Michelle Warren
  – GSA R10 FAS Commissioner
  – GSA PSHC ASD Director
  – donna.warren@gsa.gov
  – (253) 931.7021
  – LinkedIn and NCMA Speaker Roster
  – Becoming NCMA NES Presenter