



THE METRICS THAT MATTER

# YOUR TEMPLATE FOR MEASURING SUCCESS

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If you're not tracking your crucial metrics, how are you monitoring that what needs to get done is getting done? Use this template to record, monitor, and reach your 5 Metrics That Matter.

Measure of success for the next \_\_\_ days, starting from \_\_\_\_\_ and ending on \_\_\_\_\_.

	THE METRIC THAT MATTERS	CRITICAL NUMBER	PROGRESS	DATE
<b>PRIORITY 1</b> What's your critical success indicator?				
<b>HOW WILL YOU DO THIS?</b>				
<b>PRIORITY 2</b>				
<b>HOW WILL YOU DO THIS?</b>				
<b>PRIORITY 3</b>				
<b>HOW WILL YOU DO THIS?</b>				
<b>PRIORITY 4</b>				
<b>HOW WILL YOU DO THIS?</b>				
<b>PRIORITY 5</b>				
<b>HOW WILL YOU DO THIS?</b>				

# EXAMPLE #1

## The Aspiring Freelance Writer

Measure of success for the next **90** days, starting from **01/01/2017** and ending on **30/03/2017**.

	THE METRIC THAT MATTERS	CRITICAL NUMBER	PROGRESS	DATE
<b>PRIORITY 1</b> <i>Improve technique</i>	<i>Hours spent reading and writing</i>	<i>135 (Average of 1.5 hours per day)</i>	<i>18</i>	<i>11/01/2017</i>
<b>HOW WILL YOU DO THIS?</b>	<i>Set aside at least 10.5 hours a week and dedicate to reading/writing.</i>			
<b>PRIORITY 2</b> <i>Get meaningful industry insights</i>	<i>Number of insights gained from industry professionals</i>	<i>12</i>	<i>1</i>	<i>11/01/2017</i>
<b>HOW WILL YOU DO THIS?</b>	<i>Contact or meet at least 1 freelance writer per week and talk to them about what they've learnt about the industry. Gain 1 important insight from each conversation.</i>			

# EXAMPLE #2

## The Skills Advancer

Measure of success for the next **90** days, starting from **01/01/2017** and ending on **30/03/2017**.

	THE METRIC THAT MATTERS	CRITICAL NUMBER	PROGRESS	DATE
<b>PRIORITY 1</b> <i>Advance my management skills</i>	<i>Out-of-work hours spent advancing my skill set</i>	<i>90 (Average of 1 hour per day)</i>	<i>12</i>	<i>11/01/2017</i>
<b>HOW WILL YOU DO THIS?</b>	<i>Set aside at least 7 hours a week and dedicate to reading/writing.</i>			
<b>PRIORITY 2</b> <i>Enrol in a course to advance my skills</i>	<i>Number of courses enrolled in</i>	<i>1</i>	<i>0</i>	<i>11/01/2017</i>
<b>HOW WILL YOU DO THIS?</b>	<i>Enrol in one course that will advance my current skill set.</i>			

# EXAMPLE #3

## The Successful Car Dealership

Measure of success for the next **90** days, starting from **01/01/2017** and ending on **30/03/2017**.

	THE METRIC THAT MATTERS	CRITICAL NUMBER	PROGRESS	DATE
<b>PRIORITY 1</b> <i>Sell cars</i>	<i>Number of cars sold</i>	50	4	11/01/2017
<b>HOW WILL YOU DO THIS?</b>	<i>Through providing quality automobiles at an accessible price.</i>			
<b>PRIORITY 2</b> <i>Build company reputation</i>	<i>Number of leads generated by word-of-mouth</i>	15	1	11/01/2017
<b>HOW WILL YOU DO THIS?</b>	<i>Through honouring our brand promise. Data collected by asking customers directly, collecting survey data, implementing a feedback process.</i>			

**NOTE** how the second priority (and all others) should support Priority 1, and consider that the metrics that matter are sometimes obvious, but are often not.

**#1** Gaining industry insights allows the freelance writer to write with these in mind - improving the relevance of her abilities and therefore improving them.

**#2** Enrolling in a course that advances his management skills allows the Skills Advancer to not only support his first priority, but also its metric of putting in the hours.

**#3** Building a company's reputation, in any industry, directly relates to potential success of that company and, in this case, can translate into more cars sold.



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