



— What Your Measurement Dashboard Should Look Like

Dwayne Roark

The “Who Cares” Test

Every message needs the “who cares” test

- Stakeholders need immediate validation of the message

- How does the message impact them?

- Why does it matter?

- Who is impacted?

- Any additional details?



Make it Matter

- We as communicators must make the message matter and we do this by paying attention to the details
- Validating the impact of the message will always come back to the **Measurement Dashboard**
- You have to know where you are going and how to get there before you start your journey
- Leadership must become message advocates

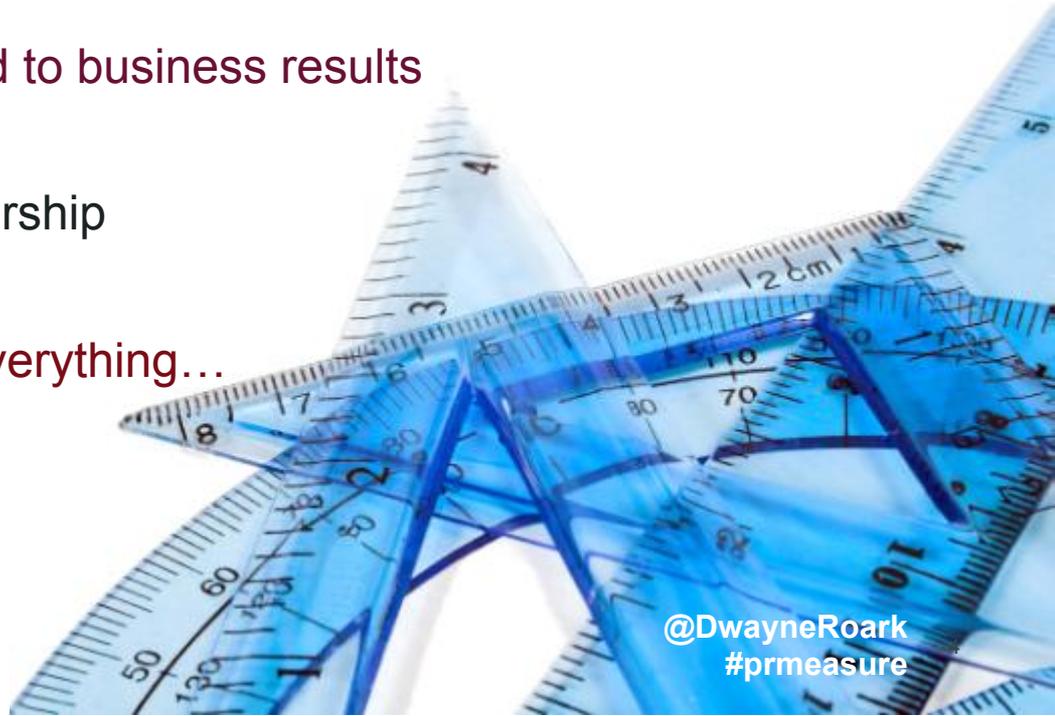


Measure Results

- Actions speak louder than words
- Don't over think your measurement dashboard
- Make it clear and concise and tied to business results
- Make sure it is endorsed by leadership
- You DO NOT need to measure everything...
Measure what Matters!



@DwayneRoark
#prmeasure



Example: Make it Matter

1. Media - Match to the Message

2. Executive Engagement – Message Advocates

3. Position for Growth



Example: Make it Matter



Among the 700+ in attendance included Dow CEO, **Andrew Liveris**, Pennsylvania Governor **Tom Corbett**, and exclusive coverage from Fox Business News Reporter **Liz Claman**



Dow

Clean

POLYOX™
Water Soluble Polymers

Longer soap life, and a softer feel on the hands.

Cleaner hands, fewer germs – and more kids live beyond the age of five.

In June, Dow received a "2013 Partner to Win – Winning Innovation" Award from Unilever for helping them develop an improved LIFEBOUY soap bar for the market in India with a little help from our POLYOX™ Water Soluble Polymers.

Dow Consumer & Industrial Solutions

Unilever says that, every year, two million children under the age of five die from infections like diarrhea or pneumonia. For the past 10 years, Unilever's LIFEBOUY brand has promoted a global hand washing campaign. By teaching children the simple act of washing their hands, they are helping them live longer.

Be sure to visit the LIFEBOUY site to see the impact in one village in India and to "Like" their "help a child reach 5" campaign (www.youtube.com/helpachildreach5.)

A close-up photograph of a hand covered in white soap suds, giving a thumbs-up gesture.

@DwayneRoark #prmeasure

Example: Make it Matter



Dow

Fresh

silvadur
The Source of Intelligent Freshness

Get your fresh on with **SILVADUR™** Intelligent Freshness!

- Patented, bio responsive, INTELLIGENT antimicrobial technology
- Eliminates odor causing bacteria that build up on fabric surfaces
- Remains active for more than 50 launderings.

Dow Microbial Control

SILVADUR™ Antimicrobial is the all day, FRESH ingredient that works invisibly – with superior durability – for long-lasting protection and comfort. Apparel and textiles enhanced with SILVADUR antimicrobial stay FRESH, use after use, wash after wash.

Finally, an antimicrobial that keeps up with your life!



Measurement Dashboard

How the dashboard works:

- The left side is the “Plan” for the project arranged by activity. See below for a sample of the Plan side of the dashboard.

Plan										
Completion Date	Tactic	Business Objective for the Tactic	Tactic Type	Tactic Details	Additional Tactical Support	Region	Quarter	Measurement	Benchmark	Budget
11/30/09	Media Blast	Generate new sales opportunities	Local Media Push in Brazil	123 communication s to schedule media block	Drive Hits through online platform	LA	Q4	Selling Opportunities	200	\$20,000
12/15/09	Press Conference	Raise Awareness and Generate Leads	Media Day Event	ABC Media to supply venue / lists	Internal Database Datamine and External	WEU	Q4	Sales Leads	100	\$10,000
12/31/09	Social Media Campaign	Raise Awareness and Generate Leads	Online Content / Ads	ABC Social Media Sites and SEO	Industry Ambassadors and Ads	NA	Q4	Sales Leads	100	\$25,000



Measurement Dashboard

How the dashboard works:

- The right hand side displays the Actual results and calculates the “cost per” for the desired output from the tactic
- This provides clarity into the ROI for the project and the performance of its components

Actual								
Vendor (if applicable)	Proposal	Prepaid (if applicable)	Invoice	Total Cost	Tactic Measurement Outcome	Tactic Cost per	Project Measurement Outcome	Project Cost Per
123 Communications	\$18,000	\$6,000	\$12,000	\$18,000	221	\$81	455	\$108
ABC Media	\$9,000	\$0	\$9,000	\$9,000	132	\$68		
ABC Media	\$20,000	\$0	\$22,000	\$22,000	102	\$216		
	\$47,000	\$6,000	\$43,000	\$49,000	455		TOTALS	



In Summary...

- Every message needs the “who cares” test
- Make the message matter
- Measure what matters
- Plan vs. Actual





Thank
You



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