What Your Measurement Dashboard Should Look Like

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Paine Publishing:

Providing communications professionals the knowledge and information they need to navigate the journey to good measurement

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Steps to Dashboard Success

► Understand your audience
► Start with Business Goals
► Do the "So What" Test
► Identify what needs to be fixed
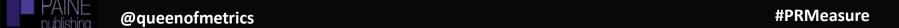► Identify where you can improve
► Tells the story in 60-seconds or less

Goals & Suggested Metrics

Goals	Goal 1: Meet Sales Targets	Goal 2: Reduce Risk/Threats	Goal 3: Increase market share in new market
Communications Contribution	• Expand the marketable universe • Reduce sales cycle	• Increase Trust • Increase advocacy	• Expand the marketable universe
Metrics	• % Increase in desirable share of voice • % in awareness	• % increase in undesirable voice • % increase in trust scores	• % increase in desirable voice in new market • % increase in awareness of brand in new market

PUBLIC AFFAIRS DASHBOARD

Legend:
- 🔴 Below Target
- 🟡 At Risk
- 🟢 On Target

Sales Target

Increases Brand Awareness, Reduce Sales Cycle 🟡

	Bench-mark	Current	Goal
% increase in share of desirable voice	8.9%	🟡 8.9%	10%
% decrease in share of undesirable voice	3.1%	🟢 2.1%	<3%
% increase in awareness	11%	🟡 11%	13%

Risk Reduction

Increase Trust, Reduce Threats 🔴

	Bench-mark	Current	Goal
% Decrease in undesirable Share of Conversation	10%	🔴 12%	8%
% Decrease in stakeholders not aware	21%	🔴 21%	7%
% increase in Trust scores	50%	🟡 45%	75%

New Market Share

Expand the Marketable Universe 🟡

	Bench-mark	Current	Goal
% Increase in stakeholder awareness	10%	🟡 9%	20%
% Increase in online engagement on issue	10%	🟡 5%	15%
% Increase in in-bound requests for information	0	🔴 100	500

Typical Framework for consumer company

Engage as Owners

With Employees
- % increase in "engagement score" in pulse survey
- % increase in employees proud to work with score
- % increase in of employees who participate in extra effort action/volunteer
- % reduction in absenteeism

With Customers
- % increase in NPS
- % increase in customer engagement with comms (web traffic, social engagement)

Improving Perceptions & Creating Advocacy

% of employees agreeing that they have a clear understanding and are informed of how work contributes to achieving goals.

% increase in awareness of CSR activities & community involvement

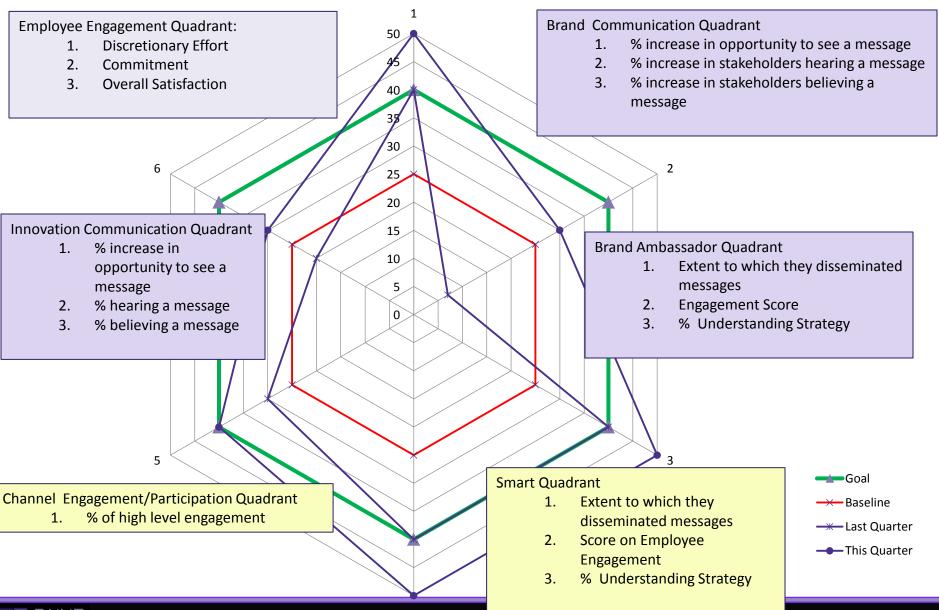% change in ratio of favorable to unfavorable coverage & conversations

Support the business

Adherence to budget

% increase in revenue per employee (by source coding of revenue)

Progress against Survey Action Plan

QUARTERLY SUMMARY

Employee Engagement Quadrant:
1. Discretionary Effort
2. Commitment
3. Overall Satisfaction

Brand Communication Quadrant
1. % increase in opportunity to see a message
2. % increase in stakeholders hearing a message
3. % increase in stakeholders believing a message

Innovation Communication Quadrant
1. % increase in opportunity to see a message
2. % hearing a message
3. % believing a message

Brand Ambassador Quadrant
1. Extent to which they disseminated messages
2. Engagement Score
3. % Understanding Strategy

Channel Engagement/Participation Quadrant
1. % of high level engagement

Smart Quadrant
1. Extent to which they disseminated messages
2. Score on Employee Engagement
3. % Understanding Strategy

Goal
Baseline
Last Quarter
This Quarter

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What works? What doesn't work

▶ Success vs resource use

High OCS Score

KLM Winter Sport in Canada campaign

Kings Partnership

Ultimate Road Trip

Media Day

Authentic Alberta

Low Resources

High Resources

Albertosaurus

Small Town Saturday Night

Roots Fall 2012

Live with Kelly in Banff

Billabong Winter 2012

Low OCS Score

Total Volume of Coverage

Low | Medium | High | Very High

Resource Use

Very high | High | Medium | Low

Remember These Points

1	It's not about the media, it's about the business and the customer
2	It's not about getting a gold star
3	The goal is to improve performance
4	You learn more from failure than success
5	Show trends, not snapshots

Thank You!

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