

## DEVELOPING METRICS

Determining how you're going to measure the progress you're making is challenging. You need to determine what metrics get the most accurate pulse on the underlying problems, not the symptoms. You will use these outputs to measure the social benefit you're providing (e.g. number of GEDs obtained, number of hours tutored, etc.). Gathering quality metrics will also help you quickly convey to key stakeholders and potential donors if and/or how your solution is moving the needle.

A well-designed metric has the following characteristics:

- **Clear and Concise**– data should quickly let stakeholders know who is being affected, how they are being affected, and what costs/revenues are associated with those activities
- **Aligned with the Mission** – metrics should be focused on the impact you hope to make
- **Transparent and Difficult to Abuse** – data should be easy to interpret and unambiguous
- **Useful** – beneficiaries, community members, and funders should be able to understand what progress is being made and act appropriately. Investors may want to see different metrics than community members and donors.

**Outputs are used to describe the type and quantity of services and/or goods you are providing. What outputs will your social venture offer?**

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**Outcomes do not measure the service/goods you provide but other things in the community that are changing because of those services or goods (e.g., number of clients obtaining a job within one year). What outcomes do you hope to achieve and how will you measure them?**

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**What instruments can be utilized to track the satisfaction of the clients you serve?**

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**Additional Reading:** [Social Entrepreneurship: Social Impact Metrics](#)