For every benefit identified for our change, we must quantify its size and scale, and identify ways in which it can be measured.

Measures enable us to prove that our change is beneficial.

This proof comes from an objective statement that can be answered unequivocally, with a yes or no:

Yes, this benefit has been achieved, and here are the measures of what this factor was before the change and what it is today which proves that the improvement in the situation is real

No, this benefit has not been achieved, shown by these measures of the current situation versus the measures taken before the change was implemented which proves that there has been no improvement.

Change creates tangible benefits and intangible benefits:

Tangible benefits are benefits that are real or actual. For these benefits use productivity and efficiency measures:

* Fewer inputs required
* Fewer steps in a process
* Shorter time taken to complete a task

Intangible benefits are those that do not have a physical presence, including how people feel about their job, customer satisfaction levels and how easy or intuitive it is to perform certain tasks.

For these, measure sentiment i.e. how people were feeling before the change and how they feel after the change has been deployed:

* Staff feel more confident about how to do their job
* Staff feel more supported by their organisation
* Staff feel their work is more organised
* Staff feel their work is easier to perform
* Customers have higher levels of customer satisfaction
* Customers rate the reputation of the organisation more highly

Your measures

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| **Benefit** | **Measure** | **How to collect the measure** |
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