

What Your Measurement Dashboard Should Look Like

PR News Measurement Conference

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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



- Below Target
- At Risk
- On Target

PUBLIC AFFAIRS DASHBOARD

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

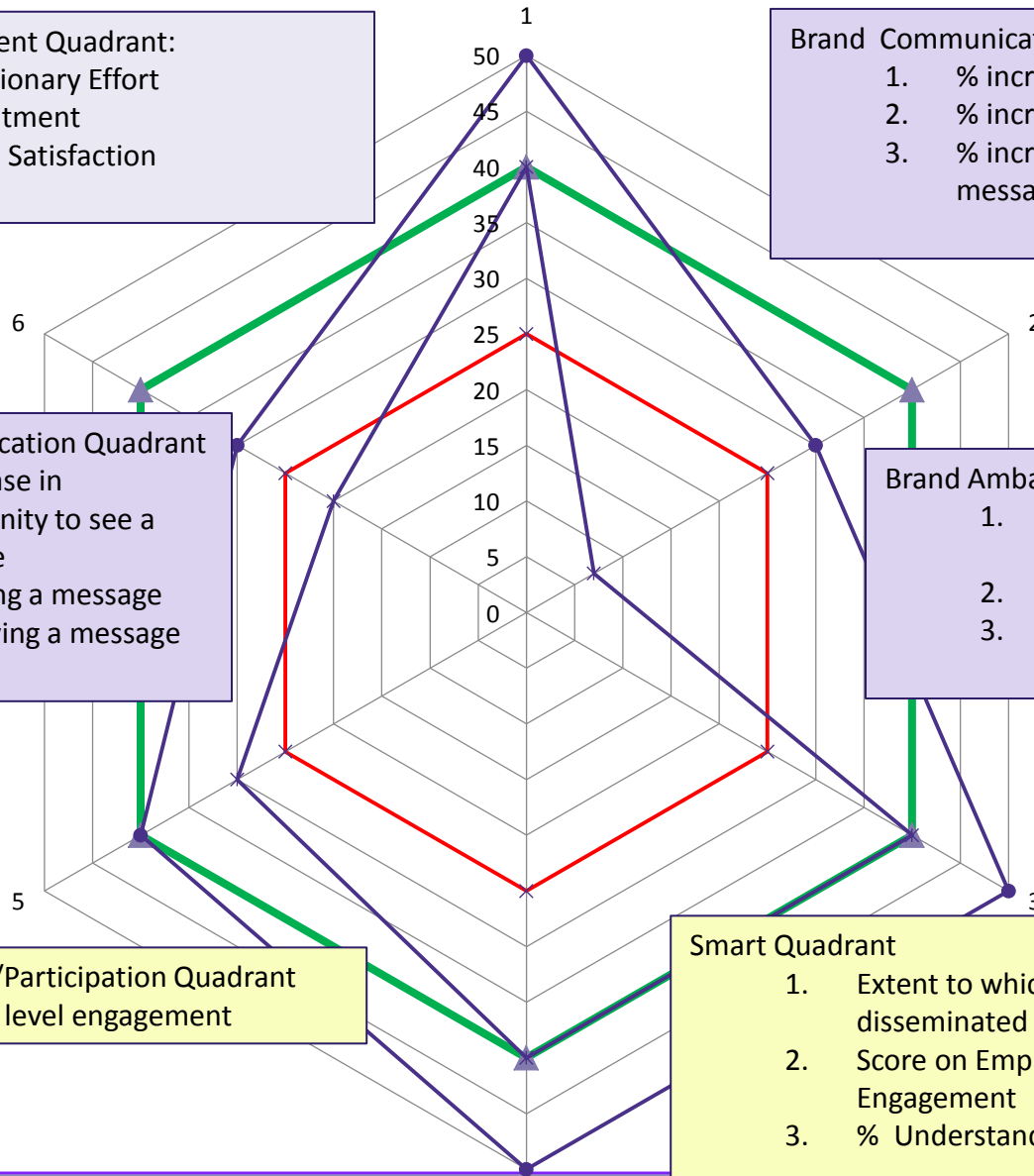
1. Extent to which they disseminated messages
2. Engagement Score
3. % Understanding Strategy

Channel Engagement/Participation Quadrant

1. % of high level engagement

Smart Quadrant

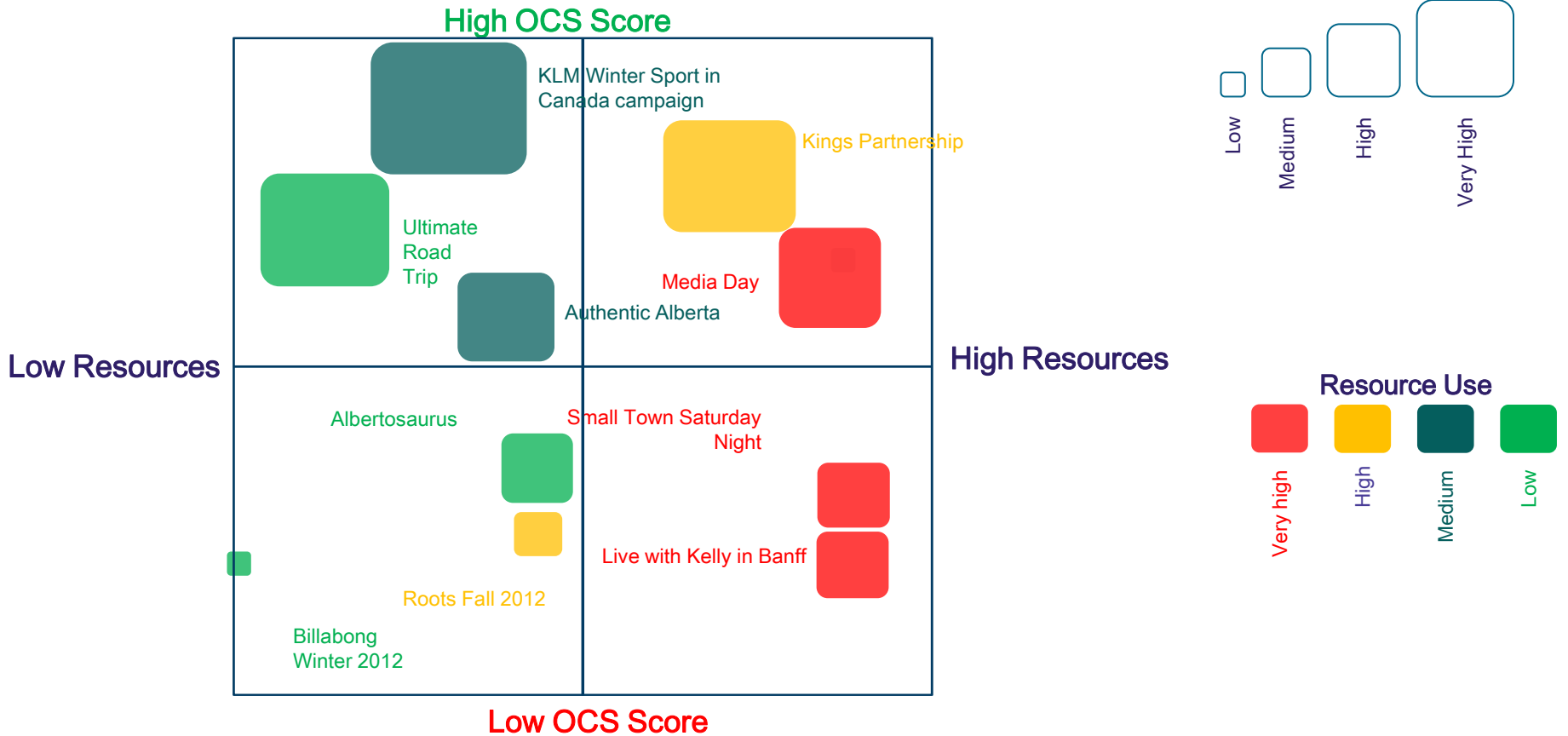
1. Extent to which they disseminated messages
2. Score on Employee Engagement
3. % Understanding Strategy



- ▲— Goal
- ×— Baseline
- *— Last Quarter
- This Quarter

What works? What doesn't work

► Success vs resource use



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!

- ▶ For more information on measurement go to www.painepublishing.com
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