

# Measuring the Impact on Business Outcomes

## > Activity

### Measuring Your Impact

Now that you've worked out the kinks of your idea, you're ready to measure impact. This worksheet covers four steps to help you make a measurement plan that works for your organization.

1. Identify what you're measuring
2. Plan how you'll collect your data
3. Identify what questions you'll use to measure
4. Collect and learn from your data

Set aside 30-60 minutes for this activity, plus time to collect and analyze data.

#### Step 1: Identify What You're Measuring

What idea are you measuring?

What business outcome or job characteristics do you want to assess? Select one below or write your own.

- Turnover Intention     Commitment to the Organization     Individual Performance     Engagement at Work     Burnout

Other:

#### Step 2: Plan How You'll Collect Your Data

How will you collect your data? Select one or write your own below.

- Survey Survey     One-on-One interviews     Other

Who will we measure with? (Consider employees across levels and roles who have engaged with your idea.)

How often will you measure? (Consider natural places where it might make sense to assess learning based on the specifics of your idea.)

# Measuring the Impact on Business Outcomes

## Step 3: Identify Questions You'll Use to Measure

Below are sample survey questions that you can use to assess impact. Select the questions that apply to your idea and your desired business outcomes. Feel free to add others! See below for an example of how you might create a survey from these questions.

*These survey items are adapted from studies published in peer-reviewed academic journals and are copyrighted by the authors and/or journals in which they were published. This content is not intended for commercial purposes.*

Employer Outcome	Question	Response Scale
<b>Turnover Intention</b>	<ul style="list-style-type: none"> <li>I am seriously thinking about quitting my job.</li> <li>There's not much to be gained by staying with [EMPLOYER]</li> </ul>	<ol style="list-style-type: none"> <li>Strongly Disagree</li> <li>Somewhat Disagree</li> <li>Somewhat Agree</li> <li>Strongly Agree</li> </ol>
<b>Commitment to Organization</b>	<ul style="list-style-type: none"> <li>I feel as if [EMPLOYER'S] problems are my own.</li> <li>I would be happy to work at [EMPLOYER] for at least the next two years</li> </ul>	<ol style="list-style-type: none"> <li>Strongly Disagree</li> <li>Somewhat Disagree</li> <li>Somewhat Agree</li> <li>Strongly Agree</li> </ol>
<b>Individual Performance</b>	<ul style="list-style-type: none"> <li>I work harder than necessary.</li> <li>I take on extra duties or responsibilities at work</li> </ul>	<ol style="list-style-type: none"> <li>Not Likely</li> <li>Somewhat Likely</li> <li>Moderately Likely</li> <li>Extremely Likely</li> </ol>
<b>Engagement at Work</b>	<ul style="list-style-type: none"> <li>I focus hard on my work</li> <li>I feel energetic about my work</li> </ul>	<ol style="list-style-type: none"> <li>Strongly Disagree</li> <li>Somewhat Disagree</li> <li>Somewhat Agree</li> <li>Strongly Agree</li> </ol>
<b>Burnout</b>	<ul style="list-style-type: none"> <li>I feel physically exhausted at the end of the workday</li> <li>I feel mentally work out at the end of the workday</li> <li>I feel emotionally drained at the end of the workday</li> </ul>	<ol style="list-style-type: none"> <li>Never</li> <li>Less than once a month</li> <li>At least once a month</li> <li>At least once a week</li> <li>Every day</li> </ol>

### Example:

#### Turnover Intent

Here are some feelings that people might have about the place they work. How much do you agree or disagree with each statement?

Statement:	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree
"I am seriously thinking about quitting my job."	1	2	3	4