

Measure Design Template

Barr, 2011

Begin with the end in mind	<ul style="list-style-type: none"> • [write down the result you want to measure] • [write what you want to create, not what you want to avoid] 		
Be sensory specific	<ul style="list-style-type: none"> • [what would people see, hear, feel or do if this outcome were actually happening?] • [avoid using inert language like “enhanced” or “effective” or “accountable” – use sensory-rich language as it will be easier to design measures for] • [revise your list when you are done, to remove duplicates and to keep only the sensory statements that best collectively describe your result] 		
Find potential measures	Potential measures	S	F
	1. [go back to the ‘be sensory specific’ section and list the things you could potentially physically count as evidence of an outcome]		
	2. for each piece of evidence you list, rate its strength relative to your outcome, and its feasibility of being brought to life as High, Medium or Low]		
	3.		
	4.		
	5.		
	6.		
	7.		
Check the bigger picture	<ul style="list-style-type: none"> • [what could be the unintended outcomes of achieving this outcome?] • [can you successfully prevent or manage these consequences, or do you need to revise your result/outcome?] 		
Name the measure(s)	<ul style="list-style-type: none"> • Choose the measure above that rated highest for both strength and feasibility – aim for only 1, 2, or at most 3 measures • Decide what to call the measure, being informative and succinct, and describe it in a sentence to make its meaning clear 		

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