

# Postcard Summary

## Establish Your Metrics

*Source data to measure your organization's performance*

Tracking metrics is important for making informed decisions and working towards your KPIs. Keep your organizational goals at the center of your process to select the right metrics and avoid common pitfalls.



Decide **what you want to learn**



Define a **population you want to track** and **when and where** to track them



Consider the role of these metrics within your **organization's goals**



**Avoid vanity metrics** and mitigate the **status quo bias**