

IMPACT

Take first measurements

Know the starting point to quantify how much of a difference is being made

When starting a new project, you want to take initial measures of where you are so that you can accurately measure the change your efforts are making but people often forget to benchmark the current state.

Why take your first measurements?

First measurements provide the reference points against which all future activity can be compared. Documenting initial measures enable you to accurately evaluate progress over time and quantify the difference being made. You will know where to focus your attention if things are not going as you'd hoped and be able to celebrate achievements along the way.

There are different ways to get started. You could

- Record your data in a spreadsheet
- Make initial measurement a task in your project plan
- Hang a blank dashboard as a reminder
- Use emojis to represent feelings

A good approach is one that:

- Guarantees first measurements are taken
- Is repeatable
- Enables comparison over time
- Works for things you can count, as well as observe
- Is specific to your work

We recommend you:

- Refer to the measurements you prioritised
- Plan when the initial data will be gathered
- Take your first measurements
- Communicate your findings

Now that you know the importance of your first measurements, it's time to take yours!