# HONE YOUR APPROACH TO MEASUREMENT

Showing that your efforts have achieved your goals is the mark of a mature comms department and helps demonstrate what's a worthy investment. Still, pitfalls happen and "big" data becomes overwhelming data. It's helpful to remind ourselves about the forest. Let's if we can learn how Dick and Jane approach measurement.
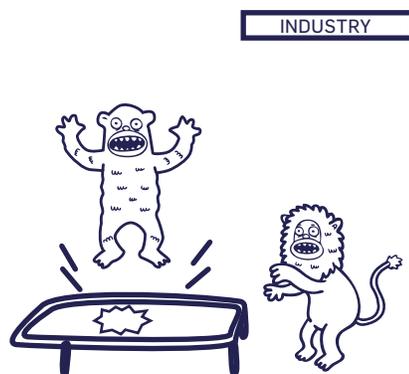
DICK & JANE VISIT THEIR MEASUREMENT STRATEGIES
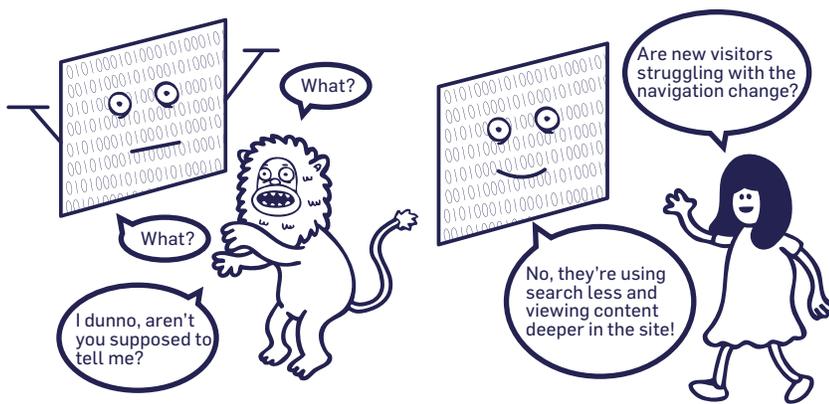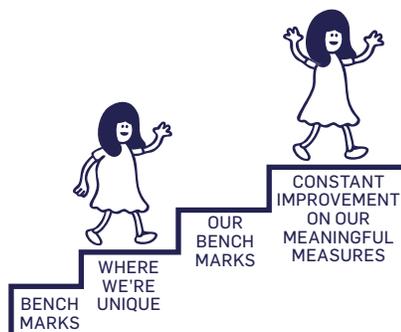

Dick asks his data for insights.

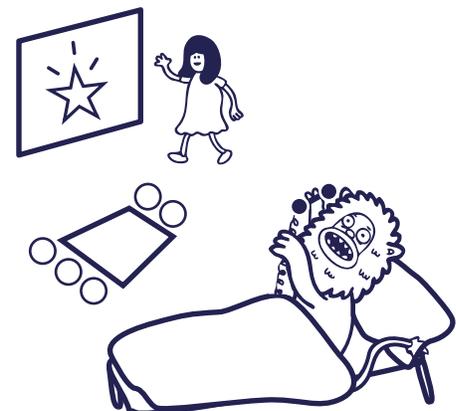**Jane asks her questions and then looks at her data.**
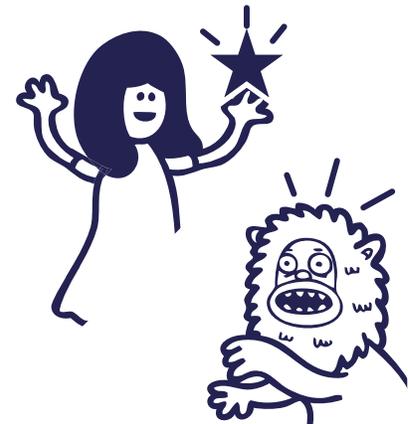
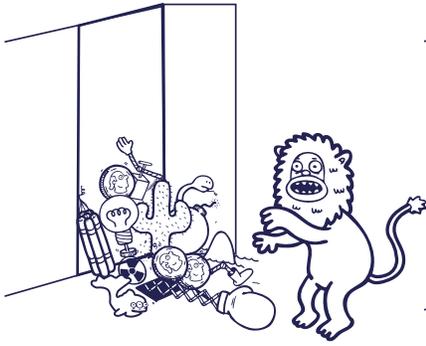**Jane gets a promotion. Dick gets a headache.**

Dick wants his team to measure against industry benchmarks.

Jane's team uses benchmarks as a start and then customizes her benchmark to her audience and sector.
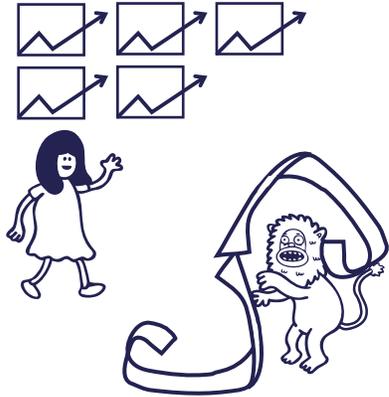
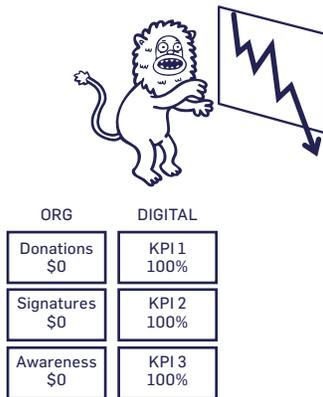**Jane does well at her board meeting. Dick called in sick.**

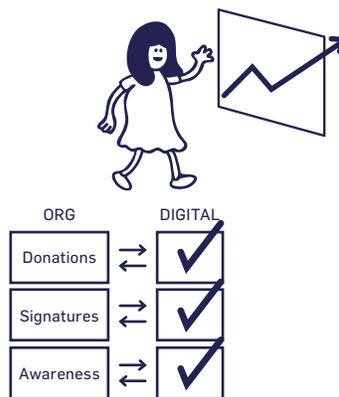**Dick's smart and tracks every piece of data.**

Jane's also smart and tracks data that focuses on three to five key performance indicators.
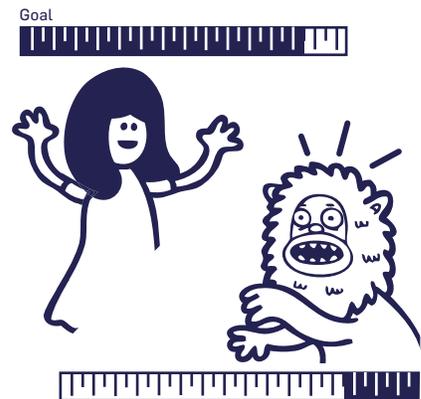
Jane can show high-level progress over time.
Dick ends up living in a spreadsheet.

Dick thinks his organizational skills = his digital goals.

Jane uses organizational goals to inform digital "metrics."

Jane can find ways to measure any goal.
Dick doesn't measure up.

HOW DO I USE THIS?

While this is a low-fidelity example, the insights above can guide tone and the angles of comms work. If you're a pragmatic problem solver, data and nonpartisanship are important. If you're a torch carrier, maybe all your communications stem from commonly held ideals. Who you are can be used as a lens to make sure what you do stays in line with your organization's personality and you avoid doing something that just isn't you.

If you'd like to have this template, check out threespot.com/riskmeasurement