WRITE IT DOWN

DATA PLAN – KEEP IT SIMPLE	
Data/Metric/KPI *What* needs to be measured?	
Purpose *Why* does it need to be measured? *(Consider desired trend – increase, decrease, stabilize)*	
Leading or Lagging Is this a *leading* indicator or a *lagging* metric? If it's a lagging metric, is there an adequate leading indicator that could be evaluated instead?	
Data Gathering Technique *How* will the data be gathered? *Who* will gather it & how *often*? *(Consider active vs passive techniques)*	
Visualization *How* will the data be visualized? What tools will be used to easily share this with others?	