

Measurement Transformation Playbook

Measuring value starts with knowing what matters. This playbook helps you move from activity-based reporting to a clear, evidence-based story about the outcomes your work creates. The playbook is anchored in the [Value Map Framework](#), a model to turn signals and insights into credible, contextual value stories that influence decisions and shape strategy.

Value Map Framework



Using this Playbook

Fillable fields in this document let you capture information as you work through the playbook. You'll start with reframing your approach to measures. Then, you'll pick an outcome, understand it, frame it, and back it up. Finally, you'll turn your findings into a value story and an action plan.

Use the playbook to deepen your thinking, challenge how you measure today, and build a story you can use with the people who matter.

Rethink How You Talk About Measures



*Challenge the activity-based mindset.
How do we make this easy to understand and hard to ignore?*

Look for the gap between what you're measuring and what the organization actually wants to achieve. Start with a measure you regularly report, then ask What business outcome is this activity supposed to influence? What would we need to know to show that connection?

One way our current measurement approach focuses on activity rather than value is:

The downstream outcome this activity is intended to influence is:

One opportunity to shift the conversation toward value is:

Identify Your Outcome



Pick one outcome to work with.

How do we make this easy to understand and hard to ignore?

The business outcome I want to focus on is:

This outcome is important now because:

If we improve this outcome, the business impact is:

We know we're making progress when:

Understand Your Audience

Audience and Context



*Who needs to understand the value?
What is their role or focus?
What biases exist?*

Audience	What are they accountable for?	What do they care about?	What do you want them to do?

Decide on Your Message

Results, Insights and
Recommendations

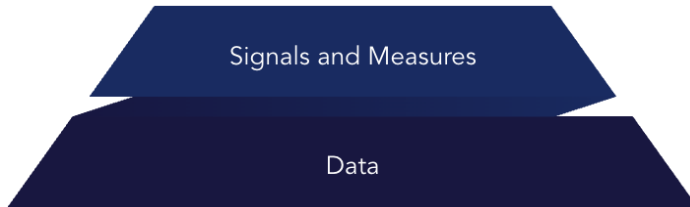
*What impact are we seeing?
What do the signals tell us?
What should we do about it?*

Results: What does the evidence tell us?

Insights: What does this mean in the context of our outcome?

Recommendations: What should we do about it?

Build Your Evidence



What tangible, repeatable evidence can we produce from our data?

What trusted sources have our data and what do we need to understand about them?

What We Already Know

What we measure	How does it relate to our outcome?	Data Source

What We Still Need to Know

Evidence we need	Why does it matter?	Do we have it?	Source or gap
		☐	
		☐	
		☐	

Which missing evidence will most strengthen the message?

Your Connected Value Story

For [audience], [outcomes] is important because [impact]. The evidence shows [result], which tells us [insight], so we recommend [action].

Turn the Story Into Action

Get to work on your value story.

The first conversation I'll have is with:

The first action I want to take is:

The biggest evidence or data gap I'll address is:

I'll know I'm making progress when:

Resources

- [Service Organization's New Value](#): Explore the broader shift toward demonstrating value
- [Value Map Framework](#): Understand the framework behind the Playbook
- [Impact Map](#): Connect strategic goals, approaches, and measures to intended impact
- [Measurement Matters](#): A practical reference for thinking about what to measure and why

Share your thinking with the Consortium community, or connect with us to continue the conversation.

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