



# Coffee Talk

BREWING UP INNOVATION AND INSPIRATION

Tips from our session held on July 23, 2015

## Start with a SMART objective — measuring stick for success

SMART = Specific, Measurable, Achievable, Realistic, Time-bound



### Formula to create one:

Movement (Increase/Reduce/ Control/Change)	+	An Outcome (Use of XYZ, # of calls, completion of an activity)	+	An Amount (by XX%, from Y% to Z%, by 1,000 employees)	+	By a Date (Nov. 1, end of year, end of enrollment)
Example: Increase		participation in the HDHP		from 20% to 50%		by end of enrollment

## Then determine how you'll measure effectiveness

Of all the data, keep in mind what you ultimately want to measure

- Quantitative data — lets facts tell the story
- Qualitative data — lets people tell the story

The only wrong type of data is data that doesn't tie back to your objective.

## Timing of measurement

- Before — sets a baseline to measure against
- During — allows you to adjust and still affect the end result
- After — shows what happened/didn't happen

## We're Here to Help

Feel free to contact us at any time.

937-436-4565, ext. 101

Or, follow us to get other tips and ideas for your communications:

- > Blog: [writetarget.com](http://writetarget.com)
- > Twitter: @write\_target
- > LinkedIn group: HR Communications Th@t Work



Here, let me help!

## Your communication is a success if:

- ✓ Your SMART objective is achieved
- ✓ Your communication is read (and remembered)
- ✓ Your communication was effective at driving action

