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Identifying Lead Measures

Step 01: Goal	What is the Strategic Goal	What is Desired Result (Measurement)

Step 02: Activity	Step 03: Prioritize	Step 04: Define
List the most significant activities that must be done regularly that are critical to achieving this goal.	*After reviewing activities listed, assign ranking based on impact on goal.*	*For the top 2-3 ranked activities, how will you measure and what is the target for measurement?*

Note: If you have a complex or very long-term strategic goal, I recommend breaking the goal down into the first milestone and identifying the lead measures based on that portion of the project.