

# Measuring Success – Using Metrics to Tell Your Organization's Story

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# Problem Statements, Meaningful Goals and Metrics

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## Refresher – What are They?

- Problem Statements
  - Need to be addressed
  - Includes descriptions and details
  - Helps to focus attention appropriately



# Problem Statements, Meaningful Goals and Metrics

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## Refresher – What are They?

- Goals
  - Desired results
  - Guide reactions
- Metrics
  - Indicators of performance
  - Objective measurements of goals
  - Quantifiable

# Problem Statements, Meaningful Goals and Metrics

## Refresher – Why are They So Important?

- Good Problem Statements and Meaningful Goals and Metrics
  - Help avoid confusion
  - Motivate
  - Improve efficiency
  - Minimize possibility of recurrence
  - **Effectively tell your story**



# Problem Statements, Meaningful Goals and Metrics

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## How to Develop Them

- Good Problem Statements
  - Teamwork
  - List what you know
  - Write drafts
  - Descriptions / details
  - Stay away from causes or solutions
  - Neutral, clear, simple
  - Facts
  - Under 20 words
  - Re-write, and re-write, and re-write again

# Problem Statements, Meaningful Goals and Metrics

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## How to Develop Them

- Meaningful Goals and Metrics
  - Teamwork
  - Define desired states
  - Write drafts
  - Clear and simple
  - Dates
  - Units of measure
  - Consider other interests / stakeholders
  - Include some “sparkle” / pizzazz
  - Re-write, and re-write, and re-write again

# Real-World Benefit(s)

# Group Interaction

## Group Interaction

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### Example #1

- Increase customer satisfaction.
  - A) Increase customer satisfaction by 2015.
  - B) Increase customer satisfaction 10% by January 2015.
  - C) Increase Customer Satisfaction measured by annual survey to at least 89 by January 15, 2015.
  - D) Increase Customer Satisfaction measured by annual survey by January 2015.

## Group Interaction

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### Example #2

- Reduce energy consumption from heating and cooling system for 2015.
  - A) Reduce energy consumption from heating and cooling system at 300 E. Main building.
  - B) Reduce energy consumption from heating and cooling system by 10% for 2015 compared to 2014 with an estimated cost-savings of \$30,000.
  - C) Reduce energy consumption for 2015 compared to 2014.
  - D) Increase cost-savings \$30,000 in 2015 compared to 2014 by reducing energy consumption 10%.

## Group Interaction

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### Example #3

- Promote recycling.
  - A) Promote recycling by doing public education presentations, maintaining our website, and offering our newsletter.
  - B) Promote recycling by doing 5 public education presentations, maintaining our website monthly, and offering our newsletter.
  - C) Promote recycling by doing 5 promoted public education presentations with exit survey/evaluation, maintaining our website monthly, and offering our newsletter quarterly.
  - D) Promote recycling by doing 5 public education presentations, maintaining our website, and offering our newsletter.

## Group Interaction

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### Example #4

- Encourage environmental stewardship.
  - A) Encourage environmental stewardship by continuing to employ a full-time education coordinator.
  - B) Encourage environmental stewardship by continuing to employ a full-time education coordinator who will be in charge of public education.
  - C) Encourage environmental stewardship by continuing to employ a full-time education coordinator who will be in charge of public education. Job duties will include...

## Group Interaction

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### Example #5

- Increase recycling participation.
  - A) Increase curbside participation by 5% as measured by hauler records. Partner with hauler to educate customers.
  - B) Increase total recycled tons.
  - C) Get residents to recycle more plastic and cardboard.
  - D) Do new advertising campaign.
  - E) Buy new recycling equipment.

## Open Discussion / Qs & As

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- Questions??
- Evaluations
- Thank you for attending
- Contact information
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- Stay around for additional questions or comments and networking
- Hope to see you or talk to you again soon