

Exercise: Milestones and Benchmarks

Instructions

Use this exercise to develop a list of milestones and benchmarks to monitor when implementing an important decision.

Describe the project or action you are implementing and write the intended outcomes. Document where and how often you will review progress, and what milestones and benchmarks you will monitor.

Milestones are key points in your project plan, and they should have dates associated with them.

Benchmarks are things that you are assuming to be true in order for this project to continue to be a good idea and to unfold successfully.

Try it on your own as a learning exercise, then try working on it with your team for major projects and decisions.

Example:

Action or Project Description			
We are going to <i>Run a social media campaign in August about our services.</i>	So that... <i>This is to raise awareness in the community about what services are available to them so that we can serve more families.</i>		
Review forum(s)			
We will review progress together... <i>In our weekly operations meeting.</i>			
External milestones and benchmarks	By Date?	Check every...	Who will check?
<i>Assumption: we believe there are more families who need our services and whom we are not reaching. Validate</i>	<i>March 1</i>	<i>Once</i>	<i>Robert</i>
<i>Milestone: sign up 100 new families for services. Average ten per week for ten weeks from July 15- Sept. 30</i>	<i>Sept. 30</i>	<i>Week</i>	<i>Renee</i>
Internal milestones and benchmarks	By Date?	Check every...	Who will check?
<i>Hire social media / marketing firm with designer</i>	<i>February 5</i>	<i>Week</i>	<i>Tracy report until done</i>
<i>Develop campaign elements</i>	<i>May 31</i>	<i>Week</i>	<i>Tracy report until done</i>
<i>Launch campaign and track online traffic</i>	<i>June 15</i>	<i>Week</i>	<i>Michael report weekly</i>

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