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Defining and Using KPIs for Measurability and Success

DMAW Webinar
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Agenda

- What are KPIs?
- Key categories
- Mensa: How do you start?
- What to watch out for
- Mensa: What do you choose?
- Mensa: Which KPIs for which audience?
- Discussion

What are KPIs?

Key Categories

- Financial
- Customer (Member) Satisfaction
- Strategic
- Mission-driven

How do you start?

Mensa's Functions

- Membership
- Governance
- Leadership Development
- Public Awareness
- Finance

"Vanity metrics might make you feel good, but they don't offer clear guidance for what to do."

Eric Reis (*The Lean Startup*)

"…not everything that can be counted counts, and not everything that counts can be counted."

William Bruce Cameron (*Informal Sociology*)

How did Mensa select?

- Listed what we currently capture.
- What would be good to capture?
- What would provide good data?
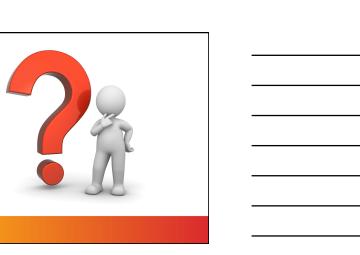- Why we capture them?
- Why do they matter?

KPIs at Many Levels

Organizational
Department
Individual

Mensa's Strategy

Examples

Membership
Total Membership
Retention Rate
Net Promoter Score
Leadership Development
Annual Survey Satisfaction Results

CAUTION: Data Overload!

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