



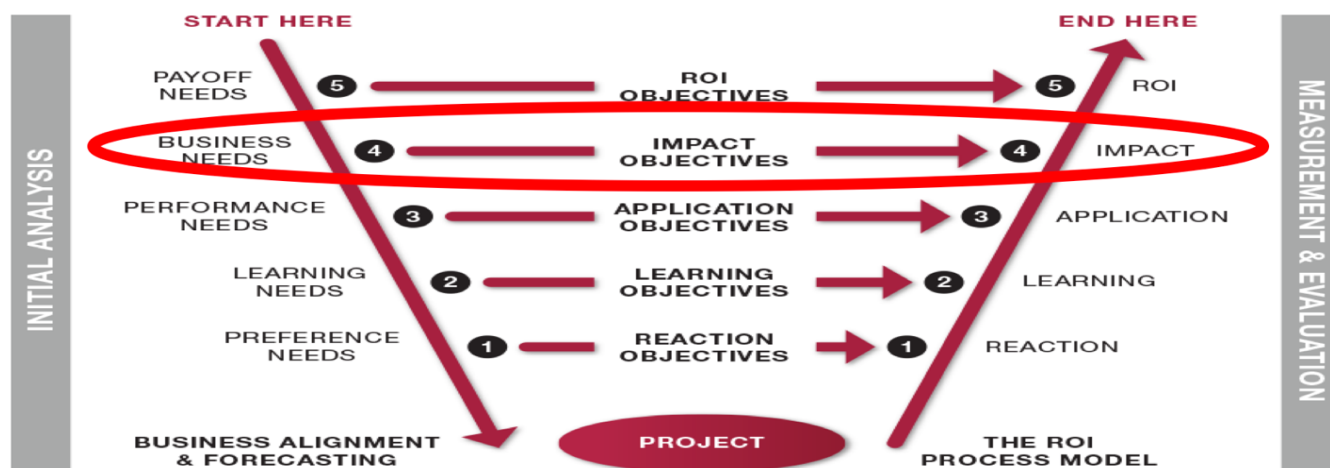
Churchill's Measuring Success Approach

Churchill Leadership Group's measuring success approach (see below) will help you further think through how to measure your desired engagement outcomes. We have experts trained in **Measuring "Soft Skills" Program Success and ROI**.

Measuring success seems complex but with a proven framework and strategy, along with expert guidance to fit your unique need we can help you get clear on:

- The outcome(s) you want
- What great looks like when you get there
- Know when you see / experience it
- Understand how best to measure it.

Figure 2 - Linking Needs, Objectives, and Evaluation



In addition to the above methodology Churchill uses:

- In-depth upfront SMART goal setting with lead and lag measures
- Stakeholder engagement and feedback throughout coaching engagements to support the coachee
- Real time surveys, including fun interaction with smart phones for workshop and program evaluation
- Ongoing touch point feedback versus client expectations

Churchill is committed to constant improvement.

We make it a priority to help you know if you have succeeded!

For more information call **813.956.3445** / Solutions@churchillleadershipgroup.com

Or visit www.ChurchillLeadershipGroup.com

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