

Common Ways Change Is Often Measured In Projects



1

CHANGE READINESS SURVEYS

Give insight into how stakeholder groups feel about a change at different points in time throughout the initiative. A Likert Scale (Rating) is usually used with the option to provide comments.



2

TRAINING EVALUATIONS

Tied to any training that needs to be completed. They measure satisfaction across various categories including: content, usefulness and the instructors.



3

COMMUNICATION METRICS

One way communications may be measured is the “hit rate” or the number of users that open or view an email, article or video. Contact your organization’s Communication Team for additional ideas on measuring.



4

CULTURE SURVEYS

Some may include change questions on their annual engagement or culture surveys. Since the surveys are sent across the entire organization, they may not be able to isolate specific change initiatives.



5

CHANGE BENEFIT TRACKING

These are initiative specific measures that focus on the outcome and benefit of the change. Examples include: system usage rates, cost reduction, revenue increase, process efficiency and employee productivity rate.