

## Identify Potential Lead Measures

Brainstorm the behaviors and activities that could help you achieve your WIG.

## EXAMPLE

## **WIG (LAG MEASURE):**

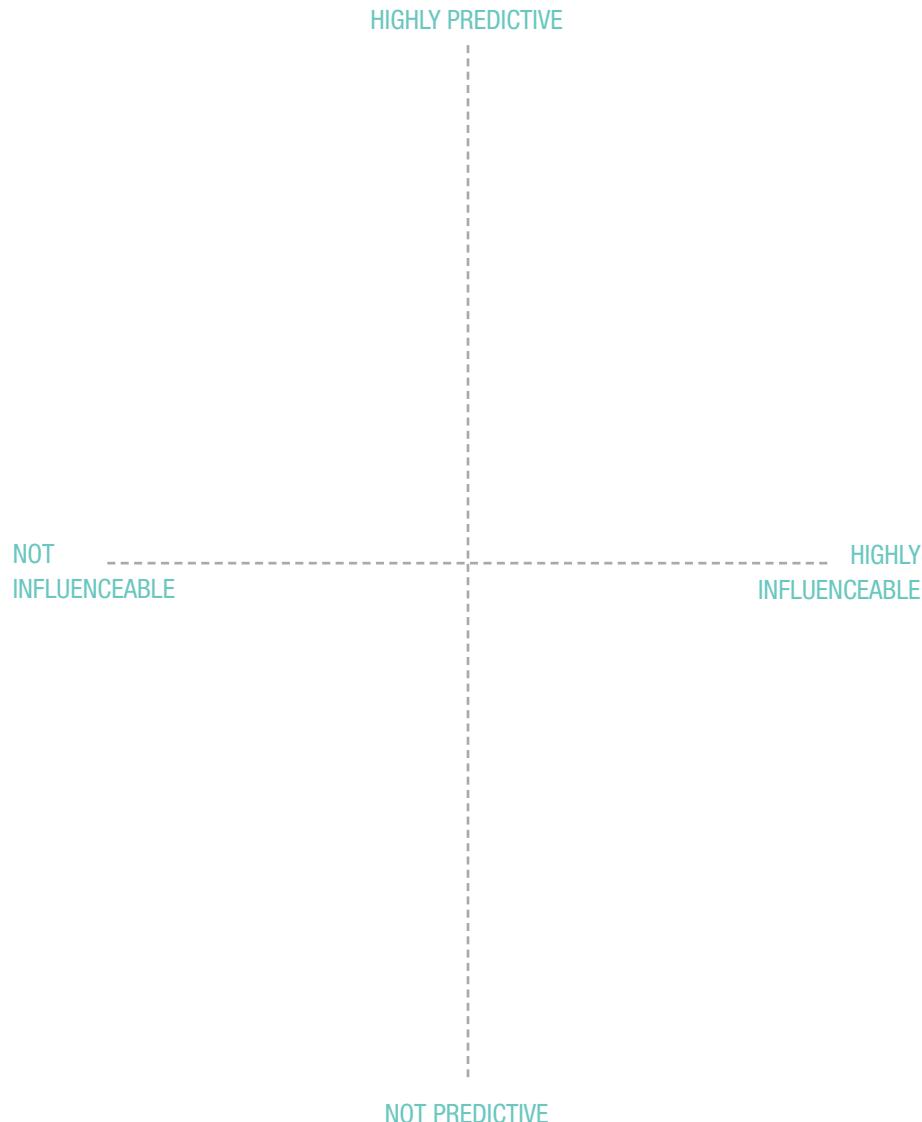
## SALES TEAM

Increase new client sales of existing product line from \$1M to \$1.4M by Dec. 31.

## LEAD MEASURES:

1. Hold 10 face-to-face client meetings per week.
2. Submit three proposals to qualified clients every week.

## Plot Potential Lead Measures



# Craft Your Lead Measures

## POTENTIAL LEAD MEASURE 1:

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### DRAFT LEAD MEASURE 1

Make it specific and measurable.

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## POTENTIAL LEAD MEASURE 2:

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### DRAFT LEAD MEASURE 2

Make it specific and measurable.

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## Lead-Measures Check

Test your lead measures. Answer these questions for each lead measure:

1. Is it predictive of WIG success?
2. Can it be influenced by the team?
3. Is it a chronically inconsistent behavior or activity?

	PREDICTIVE	INFLUENCEABLE	CHRONICALLY INCONSISTENT
Lead Measure 1			
Lead Measure 2			

Identify how you will gather your lead-measure data.