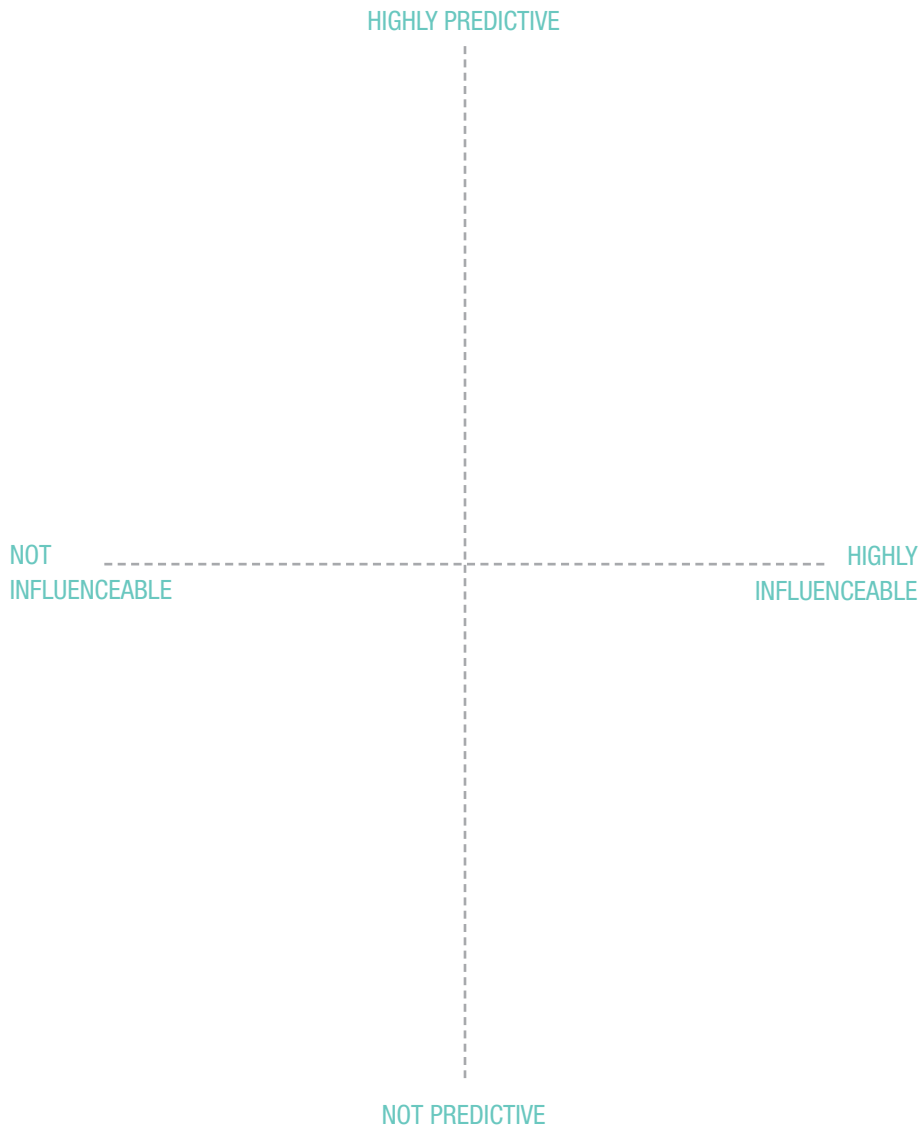


Plot Potential Lead Measures



Craft Your Lead Measures

POTENTIAL LEAD MEASURE 1:

DRAFT LEAD MEASURE 1

Make it specific and measurable.

POTENTIAL LEAD MEASURE 2:

DRAFT LEAD MEASURE 2

Make it specific and measurable.

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.