THE METRIC MAP

A map for L&D and enablement teams to connect a program to the numbers leadership already watches

Most learning teams report completions because it's the only number their systems record on their own. Use this worksheet to map one program from the business outcome down to signals you can actually track.

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01. NAME THE PROGRAM

Choose one program launched recently or launching soon, so you can still capture a baseline.

Program: _____ Launch date: _____

02. BORROW THE BUSINESS OUTCOME

Ask the business owner three questions: Where do you stand? What are you doing about it? What's at risk? Write down the KPI they already track.

Business owner: _____ KPI: _____

Today: _____

03. DEFINE THE OUTPUT

What does someone produce when they do this work well? If they left tomorrow, what would they leave behind? Describe what “good” looks like.

Output: _____

Standard for “good”: _____

04. COUNT ONE OBSTACLE

Pick friction you can count that the program should reduce: help desk tickets, rework, escalations, time to complete a task. Pull today's number.

Obstacle: _____ Source: _____ Baseline: _____

05. ADD A CONFIDENCE CHECK

Choose one question to ask a few weeks after launch, such as “Can you do this now without asking for help?”

Question: _____

Check-in date: _____

06. COLLECT ONE SUCCESS STORY AND ONE MISS

After launch, ask someone who improved what made the difference, and someone who didn't what would have helped.

Improved: _____ No change: _____

WHAT YOUR ANSWERS TELL YOU

Stuck at step 2: You don't yet know which number the business cares about. Have the KPI conversation before building anything else. It is the one baseline you can't recover later.

Stuck at step 3 or 4: You have an outcome but nothing your program can credibly claim. Narrow down to an output or an obstacle you can actually move, and report it next to the outcome.

Filled in all six: You have a full map. Report all four layers together next time: the outcome you support, the output you improved, the friction you reduced, and what people said changed.

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