



## Measurement Strategy Worksheet

This worksheet is intended to prompt thinking about the goals and strategies for measuring the effectiveness of the coaching process.

### Measurement Goals

1. Who are the primary stakeholders in the coaching process, and what factors are most important to them?

Stakeholder	What factors are most important?

2. How important is each level of evaluation, and what questions should measurement answer?

Level	Importance	Sample Questions to Answer
<b>1: Reaction</b>		
<b>2: Learning</b>		
<b>3: Application</b>		
<b>4: Impact</b>		

3. How will the results be used?

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## *Measurement Strategies and Tools*

### **Resources:**

What resources are available to conduct evaluation?

- Human
- Financial
- Expertise or Tools

### **Time:**

- How much time is available for measurement?
- How much urgency is there?

### **Demographics:**

- What is the population that will provide data?
- Where are they located?
- Is personal contact important?

### **Criteria for results:**

- What factors are important about the measurement results?
- Is it important that the questions be consistent from respondent to respondent?
- Is there a need for quantitative data that is statistically trustworthy?

### **Other considerations:**