



# Defining Fairness

 60 minutes

How fair are the outcomes of your program or service? Use this exercise to assess to what degree the impact of your project is distributed equally, and chart out a plan for equitable impact.

1

**Describe your team’s problem statement.**

Articulate why your team is here in the first place.  
What is the problem that motivates your team’s project?

2

**Describe who you are impacting.**

Assess your TARGET AUDIENCES for impact.  
Who do you want to impact through your program, product, or service?  
Who might be impacted involuntarily?

3

**Describe what success looks like for one person.**

Define the key ELEMENTS OF SUCCESS for the customer experience.  
Brainstorm the key experiences, outputs, and outcomes you might care to measure for the people your program, product, or service is impacting.  
These things should be observable and/or measurable.

4

**Identify factors that might lead to differences in experience.**

Think about the entire public population your team is impacting.  
Brainstorm the DIMENSIONS OF DIVERSITY within your population that might lead people to have significantly different experiences.

5

**Create STANDARDS OF FAIRNESS.**

Create and *prioritize* STANDARDS OF FAIRNESS for your project.  
Using the templates provided, create several standards using the ELEMENTS OF SUCCESS, DIMENSIONS OF DIVERSITY, and TARGET POPULATIONS you identified.



## Writing a Standard of Fairness

### SAME - SAME STANDARD

Among people who <TARGET AUDIENCE>  
(if they have the same <DIMENSION OF DIVERSITY>)  
they deserve the same <ELEMENT OF SUCCESS>  
(even if they have different <DIMENSION OF DIVERSITY>)

### DIFFERENT - DIFFERENT STANDARD

Among people who <TARGET AUDIENCE>  
if they have different <DIMENSION OF DIVERSITY>  
they deserve different <ELEMENT OF SUCCESS>  
(even if they have the same <DIMENSION OF DIVERSITY>)

- Record only standards you believe are *fair*.
- Generate as many standards as you can using elements of success, target populations, and dimensions of diversity even if you didn’t initially identify them.
- Utilize the template that feels best for the standard you are setting. You can use either as many times as you need.
- The parts of the statements that are (parenthesized) are optional. Fill them in as appropriate.

6

### Identify KPIs and Commitments.

Based on the STANDARDS OF FAIRNESS you identified as most important, which should your team track and measure to hold yourselves accountable to the work?  
What commitments do you need to make to the people you are impacting?  
*List your success metrics, KPIs, or commitments below.*