verrant

Write outcomes that show impact

Before you set an outcome to Ready for Review, ask:

1

Does it name a change, not just tasks to do?

Ask what should be different for sellers, clients or partners because of the deliverable.

2

Does it name how you'll measure success?

Name the evidence you'll track, and a target if you have one.

3

Does your measure track the result, not the tasks?

“Host 3 webinars” counts tasks. “Five partners register an opportunity” counts the result.

Also check the basics: ☐ Linked to a milestone ☐ One pillar ☐ Has a deadline

From deliverable to outcome, by pillar

Numbers in [brackets] are yours to set.

Deliverable	**Measurable outcome** (needs both parts)
NARRATIVE Publish the updated narrative deck.	**OUTCOME** Clients nearing the end of maintenance see why the new generation is worth it. **MEASURE** In win/loss reviews, [X]% of clients name [the core value message] as a reason.
AMPLIFICATION Write three articles and pitch them to industry publications.	**OUTCOME** Industry press carries Meridian's value story before Verrant Forward. **MEASURE** Three major industry publications pick up our articles. [X] clients agree to serve as references by launch.
ACTIVATION Host a partner kickoff webinar.	**OUTCOME** Partners and sellers understand product offers and promotions for Meridian. **MEASURE** At least five partners register an opportunity within 30 days of the milestone. Sellers' recorded pitches pass the launch scorecard.
ENABLEMENT Build a technical product course.	**OUTCOME** Sellers have the technical know-how to sell Meridian. **MEASURE** [X]% of sellers pass the Meridian product certification before launch.