



**spark**  
consulting llc  
explosive growth for associations

### Defining and Using KPIs for Measurability and Success

DMAW Webinar  
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### Agenda

- What are KPIs?
- Key categories
- Mensa: How do you start?
- What to watch out for
- Mensa: What do you choose?
- Mensa: Which KPIs for which audience?
- Discussion



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### What are KPIs?



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### Key Categories

- Financial
- Customer (Member) Satisfaction
- Strategic
- Mission-driven



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- Mensa's Functions**
- Membership
  - Governance
  - Leadership Development
  - Public Awareness
  - Finance
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**“Vanity metrics might make you feel good, but they don’t offer clear guidance for what to do.”**

**Eric Reis (*The Lean Startup*)**



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**“...not everything that can be counted counts, and not everything that counts can be counted.”**

**William Bruce Cameron (*Informal Sociology*)**



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**How did Mensa select?**

- Listed what we currently capture.
- What would be good to capture?
- What would provide good data?
- Why we capture them?
- Why do they matter?



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### KPIs at Many Levels

Organizational  
Department  
Individual



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### Mensa's Strategy



**MEMBERSHIP**  
Promote Mensa's value as a primary membership organization with a focus on diversity and inclusion.

**GOVERNANCE**  
The organization will be a global and transparent organization.

**DIRECTION**  
By 2020, Mensa will be the leading organization that is providing high quality membership and public awareness that has a diverse population. Mensa will have a strong presence in the United States and other countries. Mensa will have a strong presence in all areas to meet the needs of current and future members. Mensa will be a leading organization in all areas changing with an ever changing world.

**LEADERSHIP DEVELOPMENT**  
Leadership is the key to our success.

**PUBLIC AWARENESS**  
To increase the number of people who know about Mensa and its benefits.

**FINANCE**  
To ensure the organization is financially sound.

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### Examples

**Membership**  
Total Membership  
Retention Rate  
Net Promoter Score

**Leadership Development**  
Annual Survey Satisfaction Results



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