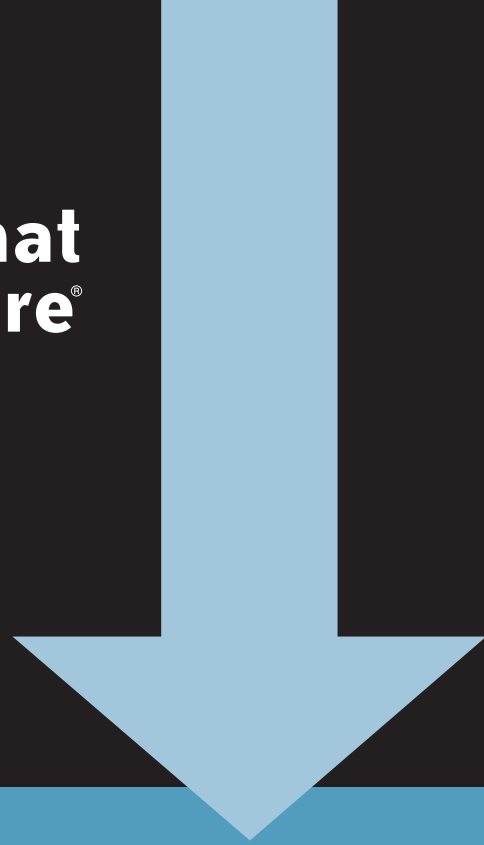
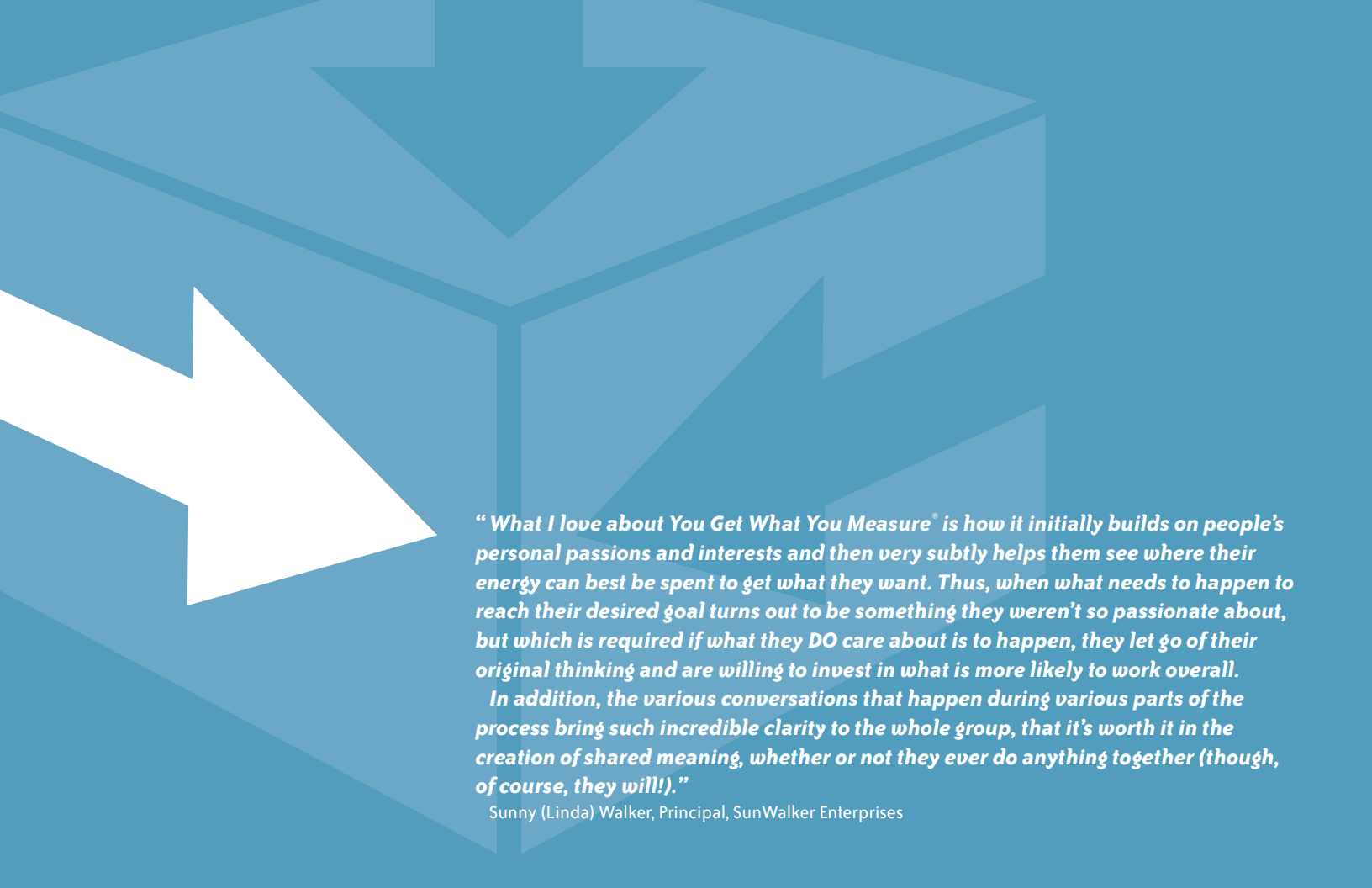


**You Get What
You Measure[®]**



PROGRESS YOU CAN SEE



“What I love about You Get What You Measure® is how it initially builds on people’s personal passions and interests and then very subtly helps them see where their energy can best be spent to get what they want. Thus, when what needs to happen to reach their desired goal turns out to be something they weren’t so passionate about, but which is required if what they DO care about is to happen, they let go of their original thinking and are willing to invest in what is more likely to work overall. In addition, the various conversations that happen during various parts of the process bring such incredible clarity to the whole group, that it’s worth it in the creation of shared meaning, whether or not they ever do anything together (though, of course, they will!).”

Sunny (Linda) Walker, Principal, SunWalker Enterprises

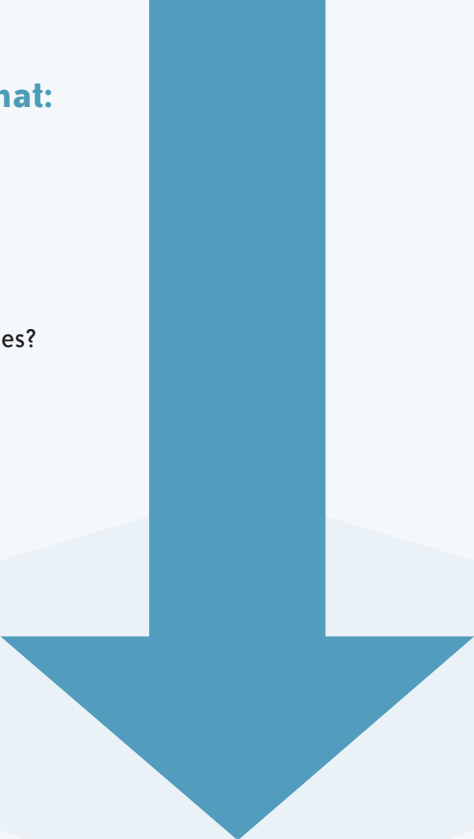
Do you need a strategic plan or evaluation process that:

- is firmly rooted in shared values?
- brings partners together around common goals?
- allows for critical thinking, debate and dialogue, resulting in clear outcome measures?
- identifies key leverage points and aligns resources to address them?
- creates a compelling story you can tell funders, supporters, and beneficiaries?

Then consider **You Get What You Measure**®!

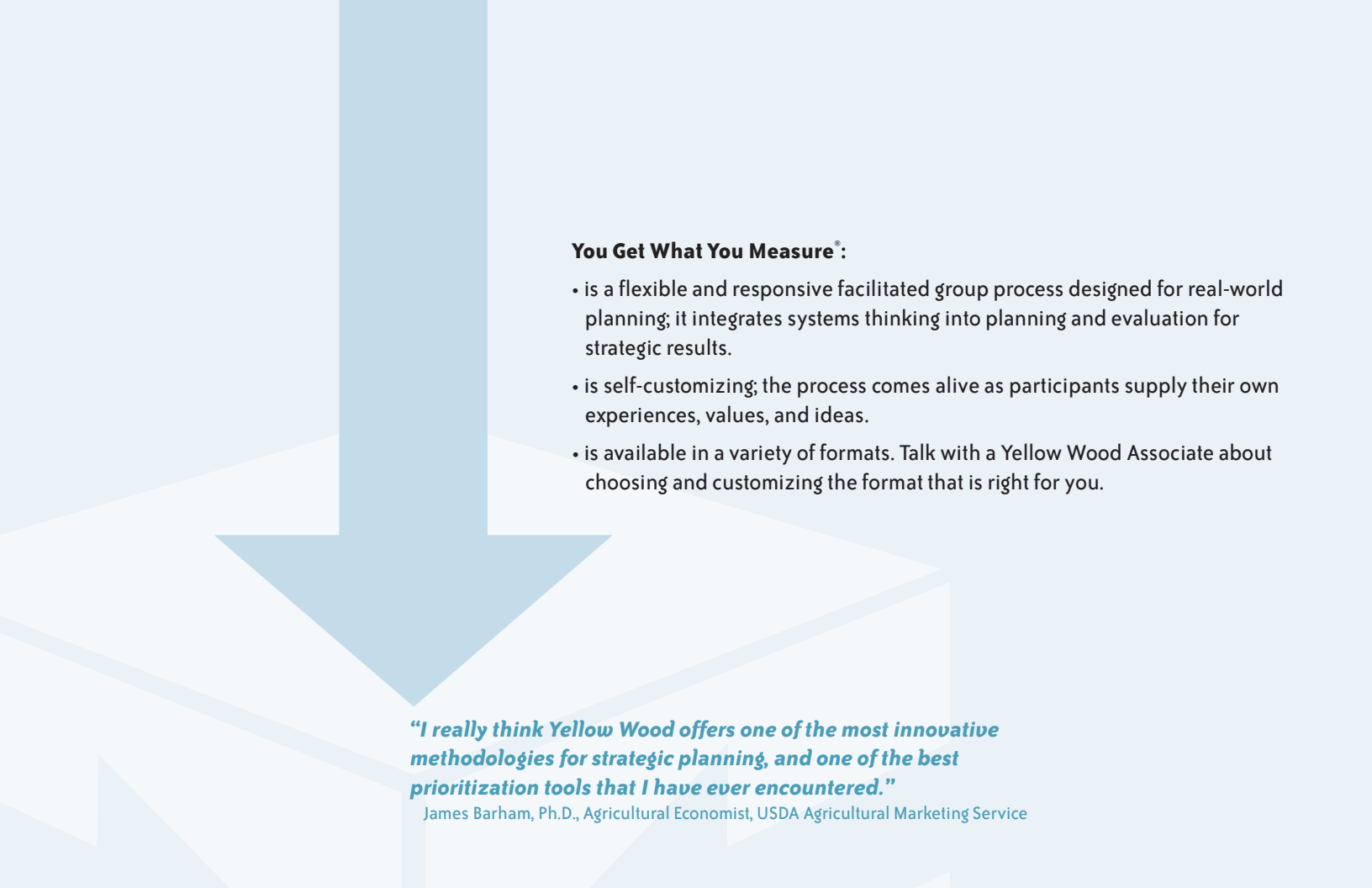
AS FEATURED IN *The Nonprofit Outcomes Toolbox*

by Robert M. Penna, Ph.D. Available from Wiley Publishers.



“You Get What You Measure” actually does what other planning processes just say they do. This helps you get why you couldn’t follow glossy planning processes, reveals their arbitrary nature, and shows you instead exactly what is needed to get concretely from A to B.”

Susan Youmans, Executive Director, Environmental Partnerships, Inc



You Get What You Measure[®]:

- is a flexible and responsive facilitated group process designed for real-world planning; it integrates systems thinking into planning and evaluation for strategic results.
- is self-customizing; the process comes alive as participants supply their own experiences, values, and ideas.
- is available in a variety of formats. Talk with a Yellow Wood Associate about choosing and customizing the format that is right for you.

“I really think Yellow Wood offers one of the most innovative methodologies for strategic planning, and one of the best prioritization tools that I have ever encountered.”

James Barham, Ph.D., Agricultural Economist, USDA Agricultural Marketing Service

You Get What You Measure® Modules

Time: 1 or 2 hours per module (tailored to client).
Offered individually or in combination, by webinar or on site.

Best for: Supplementing in-person workshops or for groups or organizations wanting to focus on elements of their process, build specific skills, and create a common language.

Selected clients that have used modules include:

Vermont Community Foundation
United Way of Addison County
Central Appalachian Network
National Good Food Network
Vermont Chamber of Commerce.

Module 1: Goals

Answer the question:

Where do we want to go?

Module 2: Indicators

Answer the question:

What needs to change to get there from here?

Module 3: Analyzing Indicators in a Systems Context

Answer the question:

Where should we focus our efforts?

Module 4: Measures

Answer the question:

Where are we now and how will we know if we are making progress?

Module 5: Actions

Answer the questions:

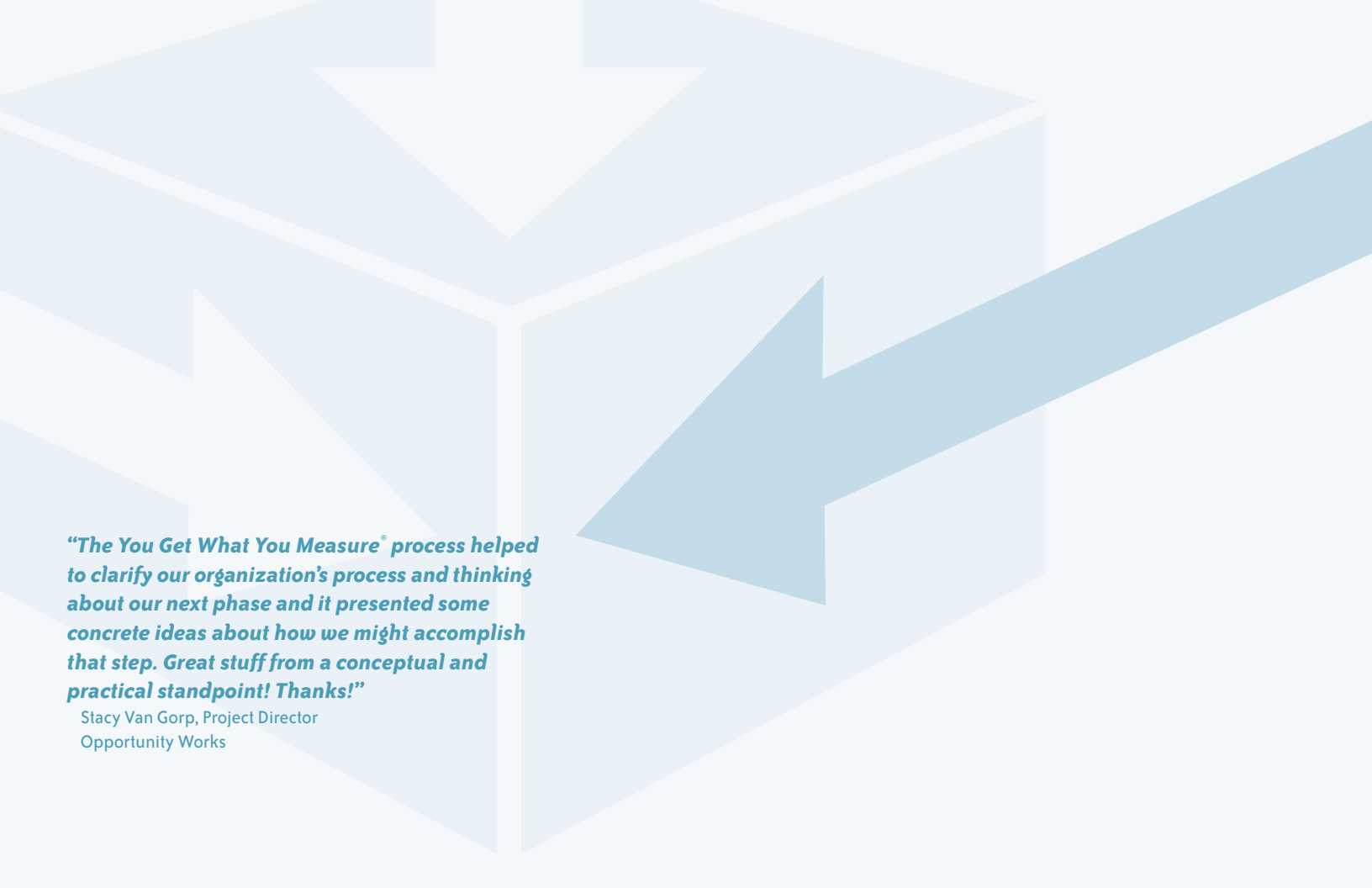
What do we do to get where we want to go?

What do we stop doing?

Module 6: Measurement as Action

Answer the question:

How do we integrate measurement into our ongoing work?



“The You Get What You Measure® process helped to clarify our organization’s process and thinking about our next phase and it presented some concrete ideas about how we might accomplish that step. Great stuff from a conceptual and practical standpoint! Thanks!”

Stacy Van Gorp, Project Director
Opportunity Works

You Get What You Measure® in Use

Time: Customized to fit your needs. Face to face facilitation can be intermixed with webinar-based modules to reduce travel costs and increase engagement.

Best for: Participants who want to apply You Get What You Measure® to their work.

You Get What You Measure® in Use is appropriate for use with boards of directors, government agencies, companies, partnering organizations and anywhere stakeholders come together to address common concerns.

Carefully planned delivery and deeply customized content builds a foundation for effective implementation. Post workshop guidance for implementation and follow-through.

A Taste of Measurement

Time: 1 to 3 hours

Best for: Providing an overview of the measurement process. Offered live and in webinar format.

Perfect for conferences!

Featured at: CommunityMatters, Alliance for Nonprofit Management, Boston Facilitators Roundtable, Wisconsin Rural Leadership Conference, Community Development Society Conference, America's Byways Resource Center Annual Conference, New Mexico Rural Economic Development Forum.

Introduction to You Get What You Measure®

Time: 1 full day

Best for: Providing immersion in the measurement process.

Suitable for conferences and introductory training.

Builds familiarity with measurement vocabulary and the complete process.

Featured at: EPA Community Involvement conferences, CF-LEADS in Georgia and Minnesota, Sustainable Communities Conference, Community Indicators Conference, Cyprian Center (Vermont State Employee Training Center).



Selected You Get What You Measure® in Use clients include:

Arizona Natural Resources
Working Group

Navajo Hogan Project

Ford Foundation

Northwest Area Foundation

Idaho's Western Heritage Byway

Missouri Multi-Agency Initiative

Community Foundation of
South Wood County

Broward County

Community Foundation

Spartanburg County Foundation

Ohio University

Advantage Valley Entrepreneurial
Development Collaborative

Vermont Department of Education

Cornell University CARDI Institute

Central Minnesota
Community Foundation

USDA Forest Service,
Cooperative Forestry

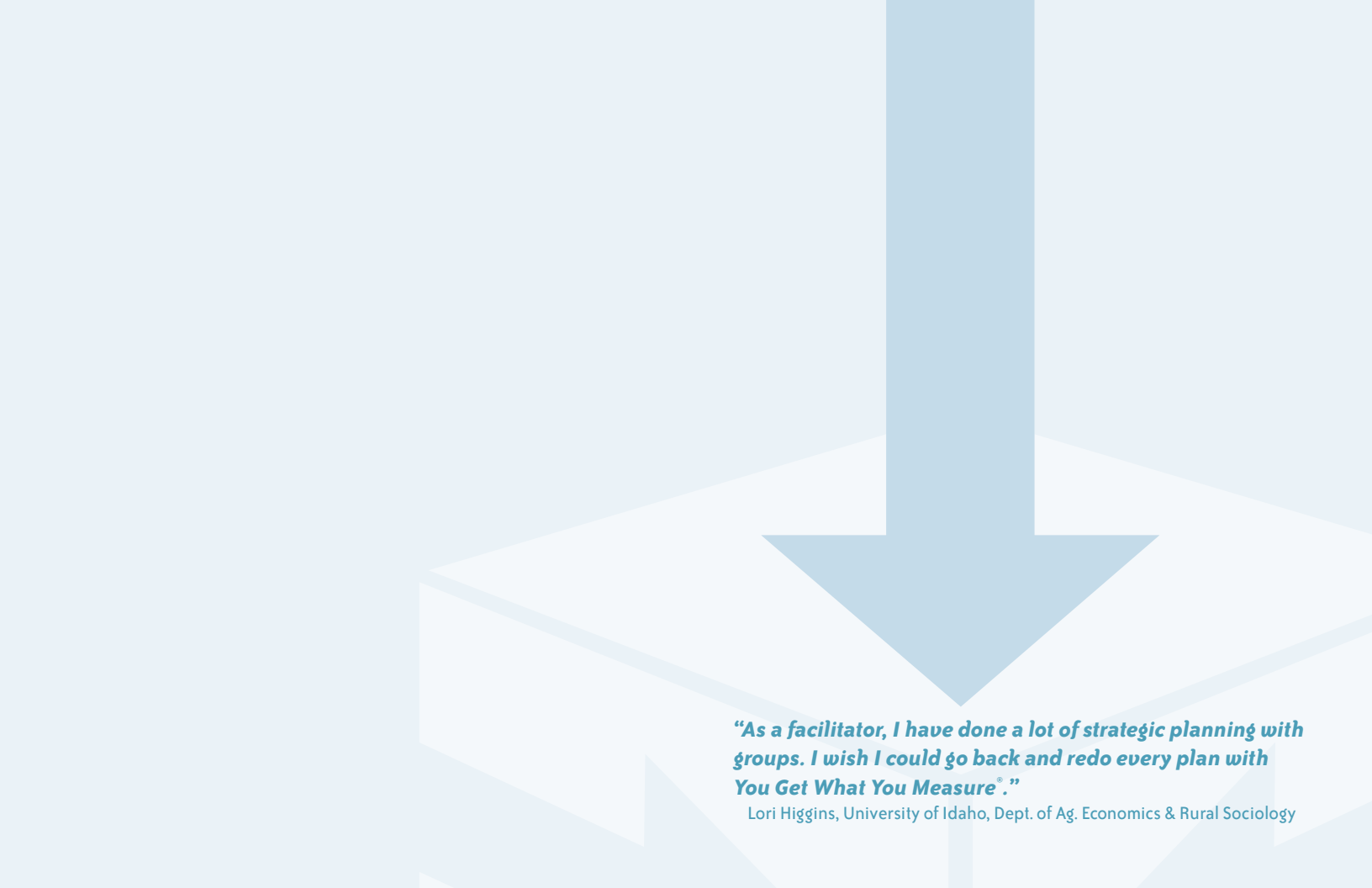
Rural Development Initiatives

Vermont Environmental Consortium

“The process is clear and simple in its logic and presentation, yet powerful in terms of the systems analysis imbedded within it. This combination really contributed to the positive engagement of our employees and partners in the process of deriving our measures.

It has also positioned me to provide a compelling basis when explaining the rationale behind our measures to others.”

Stephen A. Marshall, Assistant Director
Cooperative Forestry, USDA Forest Service



“As a facilitator, I have done a lot of strategic planning with groups. I wish I could go back and redo every plan with You Get What You Measure®.”

Lori Higgins, University of Idaho, Dept. of Ag. Economics & Rural Sociology



Becoming A Measurement Guide

Time: 3 days. Offered twice a year in St. Albans, Vermont. Also available at your location for classes of six to ten.

Best for: Professionals who already possess basic facilitation skills; staff who want to learn the measurement process by applying it to issues central to their organization's mission. Those who successfully complete this course will be equipped to deliver You Get What You Measure® to their clients.

Participants include: government officials, nonprofit executive directors and staff, organizational development consultants, policy consultants, coaches, academics, foundation staff.

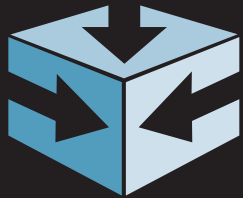
“This offers a fresh, integrated, and systematic approach to organizational planning processes, and can be adapted for different situations.

For many groups, it could help transform the strategic planning process into something that breaks down ‘siloed’ thinking and establishes clear leverage points to focus action. Unlike many strategic plans, this process results in a simple, clear, and measurable action plan that is fully integrated and easy to follow.”

Judy Anderson, Community Consultants
Nonprofit coach and trainer



**For more information on pricing and availability,
please contact Yellow Wood Associates at
802.524.6141 or yellowwood@yellowwood.org
or visit our website at www.yellowwood.org.**



**You Get What
You Measure®**

YELLOW WOOD ASSOCIATES, INC.
228 N. Main St., St. Albans, VT 05478 • www.yellowwood.org • 802.524.6141