

# Key Performance Indicators

**Key Performance Indicators (KPIs)** define measurable product outcomes that align with your identified needs and goals, indicators of implementation integrity, and anticipated success timelines that are linked to implementation integrity.

As you begin to identify what these KPIs might be, use the worksheet below to plan out your measurable outcomes, the indicators of implementation integrity, and timelines in which the indicators and outcomes can be measured. Identifying KPIs will also help later when you create a customer value proposition.

**LEARN to Scale Toolkit**

This resource is part of the LEARN to Scale Toolkit. The toolkit is designed to support researchers and developers in using the Invent-Apply-Transition framework to create, test, and scale evidence-based educational products. Access the full toolkit at [learntoscale.org](http://learntoscale.org).

Components of KPIs	Examples	Project Indicators
<p><b>Measurable outcomes</b>            What outcomes would the educational product improve if effective? Make sure these outcomes are aligned with your needs hypothesis.</p>	<ul style="list-style-type: none"> <li>• <i>Improve reading assessment scores by 10 percentage points for third grade students currently scoring at or below the 25th percentile.</i></li> <li>• <i>Increase persistence in postsecondary education by 20% for students from historically underrepresented groups.</i></li> </ul>	
<p><b>Indicators of Implementation Integrity</b>            What measures would suggest the educational product is likely to be efficacious once adopted?</p>	<ul style="list-style-type: none"> <li>• <i>Teachers complete 10 hours of professional development.</i></li> <li>• <i>Students complete the intervention 30 minutes a day, 3 days a week.</i></li> </ul>	

<p><b>Anticipated Success Timeline</b> If adopted, when could end users see evidence of “success”?</p>	<ul style="list-style-type: none"><li>• <i>After 6 months of high-fidelity use, students achieve higher test scores.</i></li></ul>	
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