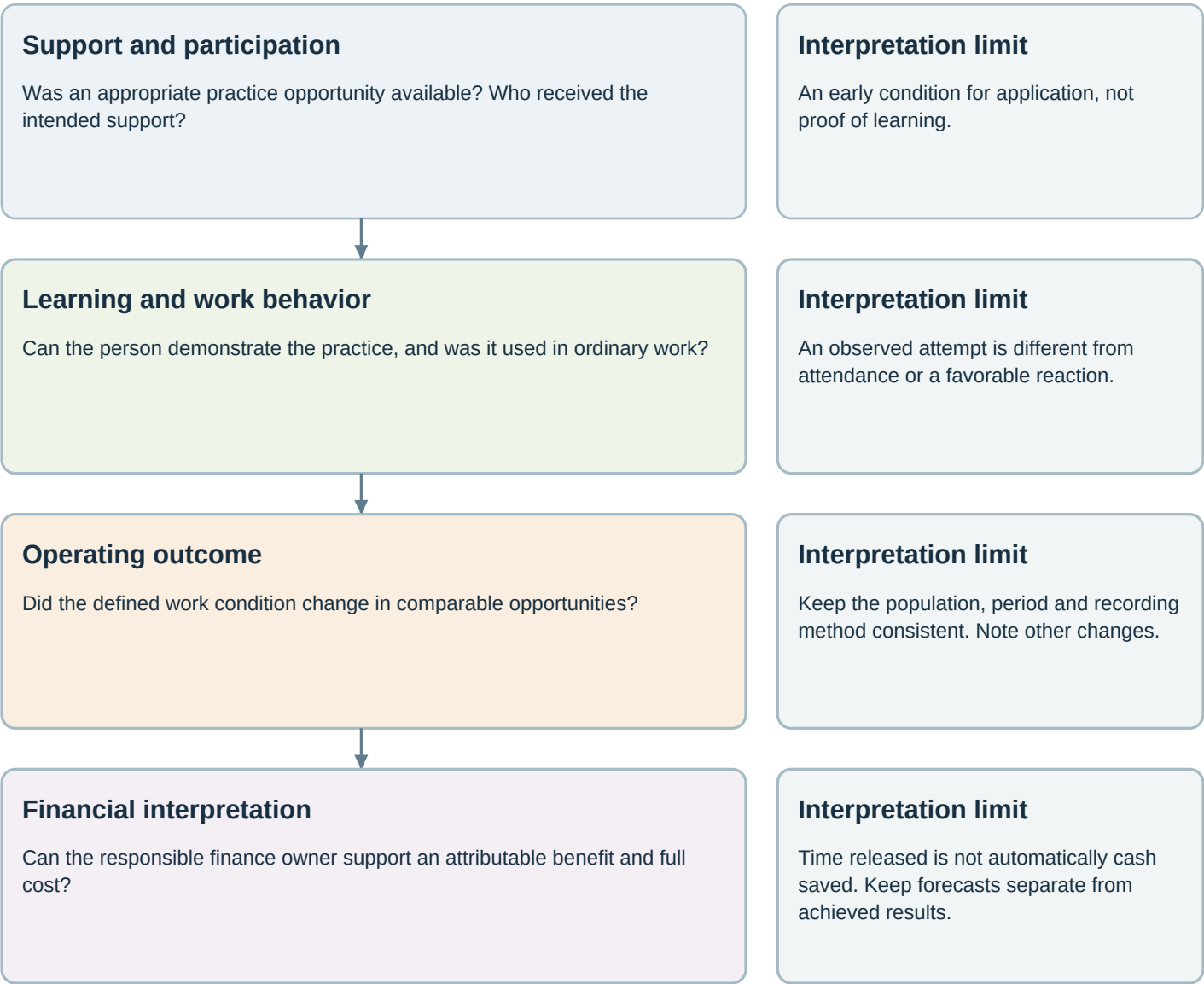


VISUAL WORKING GUIDE

Separate early indicators from supported outcomes

Original editorial measurement map. Leading and lagging are relative to the question being examined. The relationships below are hypotheses to investigate, not proof of causation or financial return.



Example: a survey can show what respondents report. Show invitations and replies, preserve unknown nonresponses and distinguish self-report from observed work. A lower raw exception count may reflect fewer opportunities.

Read alongside: Costs, behavior, operating results and attribution.