Success Metrics

gloat

How will we measure success?

Adoption
Are employees aware of the platform and beginning to use it?

Months 1-3

Engagement
Are users actively creating and connecting with opportunities?

Months 3-6

Impact
Are users getting value from the platform?
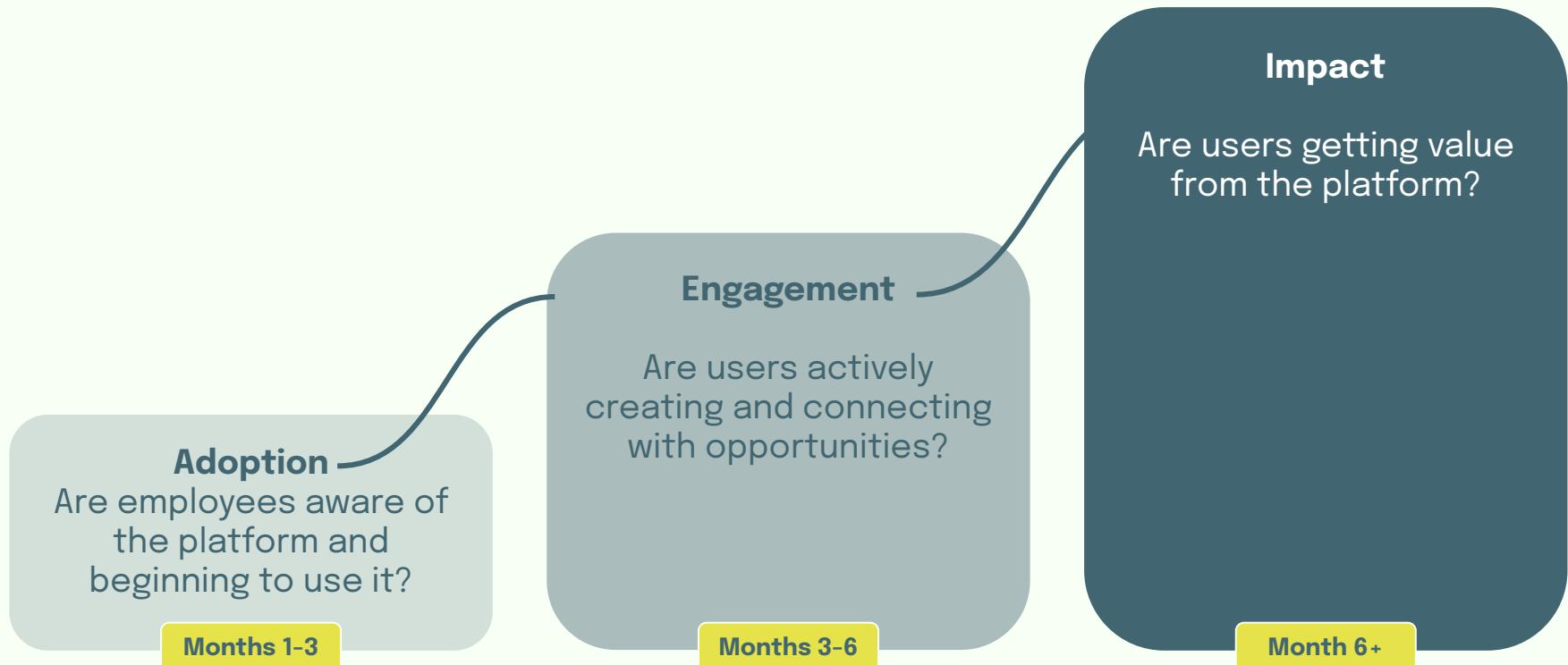
Month 6+

Adoption Metrics

Registration

Definition: % Registered Users out of Authorised Users

Goal - Month 6: 50%

Implication: Employees are finding the link to the platform, suggesting comms are working

Onboarding

Definition: % Onboarded Users out of Authorised Users

Goal - Month 6: 45%

Implication: The platform's first impression (design, ease of navigation, immediate value) validates users decision to invest time in onboarding

Profile Completeness

Definition: Onboarded users with High Profile Completeness out of Users who finished onboarding (4 and 5)

Goal - Month 6: 70%

Implication: Business is gains better visibility into skills & experiences of employees. Users will have a better experience as matching will be more personalised

Engagement Metrics

MAU

Definition: % unique visitors in the last 30 days out of total onboarded users

Goal - Month 6: 40%

Implication: Users are returning regularly because the platform genuinely provides value

Work/Project Creators

Definition: Unique Monthly Work/Project Creators

Goal - Month 6: Work - 80, Projects - 25

Implication: Users see benefit in leveraging the platform to break down work, & identify resource needs

Activity Creation

Definition: No. of Activities/Roles published in last 30 days

Goal - Month 6: Work - 20, Projects - TBC

Implication: There are enough work/projects published on the marketplace to meet demand from users

Position Matches

Definition: % of Positions with at least 1 match out of total positions created

Goal - Month 6: 30%

Implication: The platform is successfully identifying genuine fit between opportunity requirements and employee capabilities

Impact Metrics

Networking Assignments

Definition: No. of Networking Requests accepted out of total requests

Goal - Month 6: 60%

Implication: Employees are willing to connect beyond traditional networks, enabling cross-functional knowledge sharing and collaboration

Mentoring Assignments

Definition: No. of Mentoring Requests accepted out of total requests

Goal - Month 6: 60%

Implication: Employees who might not have had access to formal mentors can now connect with them, reducing privilege gaps

Position Assignments

Definition: % Positions Assigned out of all Positions Published

Goal - Month 6: 10%

Implication: The organization has sufficient internal talent with the right skills and availability to fill opportunities

Projects/Work Assignments

Definition: % Projects/Work assigned in the 1st month of being opened

Goal - Month 6: TBC

Implication: The platform allows dynamic work allocation, with opportunities moving quickly from posting to assignment