

# COMMUNICATING RESULTS

## DESCRIPTION

The final step outlines how to communicate the progress and success of your program or project. Regular communication maintains support and buy-in from your stakeholders. A recommended approach is to use an indicator dashboard as it provides a clear and easy-to-understand snapshot of your current state.

## DASHBOARD

An indicator dashboard is a simple visual presentation of your performance measurement indicators. It can be easily integrated into your other communication materials including annual or quarterly reports, presentations, web updates, newsletter or ad hoc requests.

Consider the following when developing your dashboard:

- Clearly state the purpose relevant to the intended audience
- Choose a few main indicators to focus on and make them central to your choice of report
- Use a well designed, easy-to-read layout

### Examples:



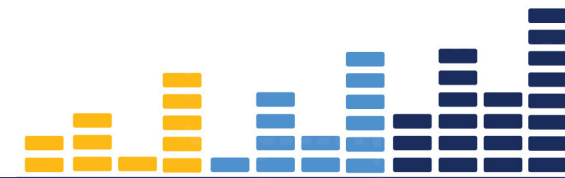
Source: Edmonton's Citizen Dashboard <https://dashboard.edmonton.ca/>

## PROCESS

1. Download the [Dashboard Templates](#). Here you will find:
  - Infographic style images to allow for simple, drag-and-drop creation of your custom dashboard
  - Dashboard templates to provide you with different ideas on how to best report your data
2. Access the [Annual Report Template](#) for guidance on how to structure your annual report, how to integrate your dashboard and what to include
3. Browse additional images from the [Image Library](#)

## TIPS

- Align the design of your report with your existing design elements such as community website, so your messaging looks consistent
- Make your reports available through other communication channels such as websites, social media, presentations or newspapers
- Ensure your reports are consistent over time so your audience can easily track and compare your progress
- Remember to use both quantitative and qualitative indicators
- Use anecdotes, pictures and quotes to ground your results



PERFORMANCE MEASUREMENT TOOLKIT