

# ABOUT YOU - INVENTORY

## DESCRIPTION

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The first step in performance measurement is to determine what economic development work is currently planned and underway, as well as what direction you are headed. A clear understanding of your current state will better position you to use performance measurement in an effective way.

## RATIONALE

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- Assesses your current state in a systematic way
- Reviews the approach you are currently using to achieve economic development success in your community
- Generates buy-in and understanding of performance measurement and its value

## PROCESS

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1. [Download the Excel Workbook](#) and save a copy to your computer
2. Open the tab: **About You – Inventory** and follow the instructions. Here you will capture:
  - your program's or project's ultimate outcome
  - resources (or inputs) available
  - activities currently being undertaken
  - anything you're currently tracking or have been asked to track

## TIPS

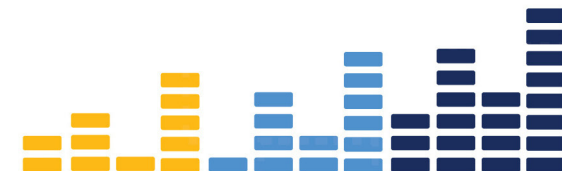
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- Your ultimate outcome can range from the vision statement of your community's economic development strategy to a specific goal of your program or project.
- Examples of ultimate outcomes:
  - **Project goal - Building a new website:** "Idyllica community members are well-informed and engaged with local economic development efforts."
  - **Program goal - Business Retention and Expansion:** "Idyllica has a robust and responsive environment for business development, investment and job creation."
  - **Vision statement - Economic development program:** "Idyllica has a diverse, resilient and thriving local economy."

## NEXT STEP

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Now that you have a good understanding of your current state, it's time to move to the next step: [Visualizing Your Path](#).



PERFORMANCE MEASUREMENT TOOLKIT