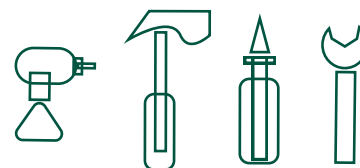# Setting Stakeholder Expectations
Define the Goal

Answer the following questions to have the answers ready for when you speak to stakeholders and leadership about the reasons and value add of conducting the metrics you plan to measure.

EXAMPLE:

What data are you looking to collect and what methodology do you plan to use?

We will collect customer satisfaction data for our new farm loan program and plan to use a survey to collect customer responses. To make our survey as accessible as possible, we plan to distribute the survey both digitally and on paper.

What do you hope to learn from collecting this data?

We hope to learn what parts of the program are running smoothly and what parts need to be modified to enhance customer experience.

What would the relevant stakeholders and leadership be interested in and/or affected by with this data?

Our stakeholders would be able to make informed decisions of how to best modify the farm loan program in order to deliver the best customer experience.
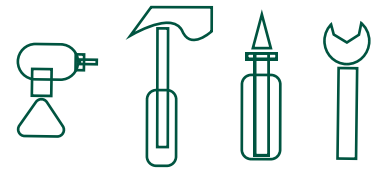
How do you plan to deliver your data and findings to stakeholders and leadership?

We plan to put together a slide deck with our data and findings to guide a meeting with our stakeholders and leadership. During this meeting, we plan to discuss our findings and work together to come up with actionable items to improve customer experience, informed by the data findings.
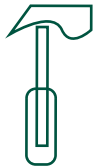
Setting Stakeholder Expectations
Define the Goal

Answer the following questions to have the answers ready for when you speak to stakeholders and leadership about the reasons and value add of conducting the metrics you plan to measure.

What data are you looking to collect and what methodology do you plan to use?

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What would the relevant stakeholders and leadership be interested in and/or affected by with this data?

How do you plan to deliver your data and findings to stakeholders and leadership?