

Measurement & Outcomes for Change

Proving the impact of change work to the people who fund it

Who it's for

HR professionals, change leads, project leaders, and people leaders who need to show the real impact of a change initiative to leadership, not just say it went well.

Why this matters

Most change work gets judged on a feeling, "it seemed to go fine," instead of anything you can actually point to. That's a real problem: change management is one of the first things people ask you to justify, and without a clear way to measure it, that reactive pattern costs you:

- **Time** — you spend it defending the work with anecdotes instead of proof, every single time someone asks "so did it work?"
- **Cost** — budgets for the next change initiative get cut when the last one's impact was never actually shown.
- **Quality** — what doesn't get measured doesn't get improved, so the same weak spots repeat, unnoticed, initiative after initiative.

This session builds a simple, repeatable way to measure change, so you walk in with proof, not just a good feeling.

Performance objectives

By attending this session, you'll be able to:

- Identify the few outcomes that actually matter for your initiative, instead of trying to track everything
- Build a simple, realistic way to collect that data without new tools or systems
- Translate the numbers into a short narrative leadership will actually listen to
- Walk away with an approach you can reuse for the next change initiative, not just this one

Duration: 3 hours

The measurement approach, step by step

- **Define** — choose a small number of outcomes that genuinely matter
- **Collect** — a realistic way to gather the data you actually have access to
- **Connect** — tie the numbers to what leadership already cares about, cost, time, retention, output
- **Tell** — turn the data into a short, plain-language narrative, not a spreadsheet
- **Repeat** — build it once, reuse it for every initiative after this one

How it's delivered: live, virtual workshop. Working through real or mock change initiatives as a group, you build your own measurement approach live in the session, side by side with support, so you leave with something usable, not just a framework.

[Email us to get started](#)

info@bridlewoodpd.com · www.bridlewoodpd.com