

How to Count Your Creative Jobs

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Purpose

To learn how to set measures up front, use them to track progress, and keep people interested in your project.

You will also learn about resources good for Creative Growth projects.

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Outline

- Introductions
- Why Measure?
- Making Goals SMART
- Measure in 3-D
- How Many Creative Workers?
- What Creative Jobs?



Introductions

Measure Twice, Cut Once
my Grandfather



Suggested Ground Rules

- We are responsible for our success
- It's OK to have fun
- All points-of-view are welcome
- Be present in mind & body
- Be timely
- Turn cell phones and pagers off
- Misery is optional

Who Are You?

- What's your name?
- Where are you from?
- What do you do?
- What is the last thing you measured?
- Why did you measure it?

Why Measure?

Begin With the End in Mind

Stephen Covey

Broadside of a Barn

- What happens when you fire first and then draw the target(s) second?
- What do you gain by setting targets first?

Measurement Helps

- Communication
- Engagement – Feedback
- Improvement
- Ability to Repeat Success
- Understanding
- Motivation
- Progress

Smart Goals

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Goals & Objectives

- What do we want to accomplish?
- Vision = Image of the ideal future state where our mission is accomplished
- Mission = Our purpose or task, our reason for being
- Goals = Long term milestones along the way
- Objectives = Short term milestones along the way

S.M.A.R.T.

- S = Specific
- M = Measurable
- A = Achievable
- R = Related (to the mission & vision)
- T = Time-based (time limited = deadline)

Activity

1. Decide one thing you would like to measure
2. Make it SMART
3. Decide if it is a Goal, Objective or Task

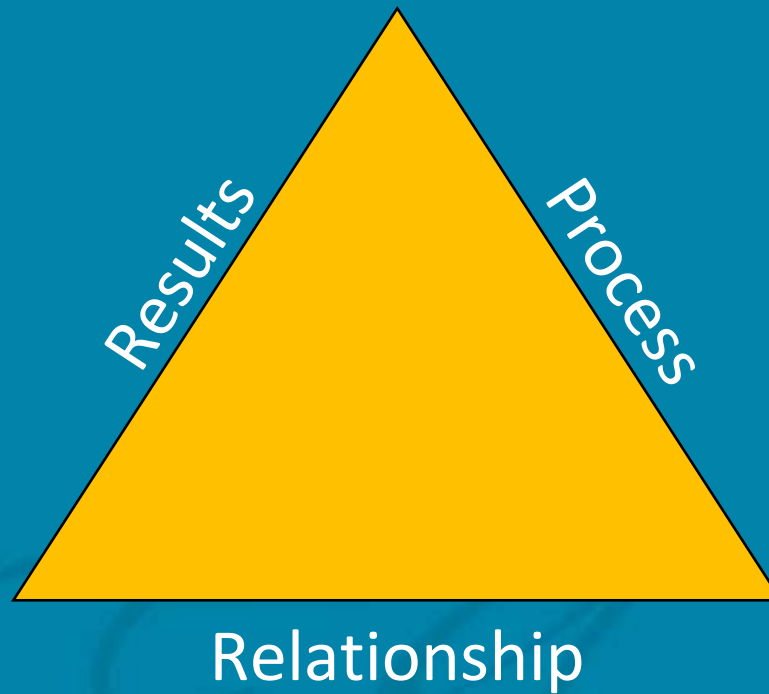
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Measure in 3-D

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What to Measure



How to Measure

- Make Results SMART
- Process can be Yes/No
- Relationship can be subjective and/or qualitative



How Many Creative Workers

Agriculture Department (USDA)

The Economic Research Service is a primary source of economic information and research in the USDA.

ERS conducts a research program to inform public and private decision making on economic and policy issues involving food, farming, natural resources, and rural development.

<http://www.ers.usda.gov/Browse/RuralEconomy/>

Creatives by County

- ERS knows Richard Florida's work
- They apply his ideas to Rural America
- They re-configured the jobs counted to get a more accurate measure
- They have a total for 2000 for each US county

What Creative Jobs

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ERS Creative Jobs

- Management Occupations
- Business & Financial Operations
- Computer & Mathematical
- Architecture & Engineering
- Life, Physical & Social Science
- Education, Training & Library
- Arts, Design, Entertainment, Sports & Media
- Sales & Related Occupations

Workforce WV Data

- Different Occupation Categories
- Need to do some educated guessing
- <http://www.wvbep.org/bep/lmi/wia/wia6.htm>

Questions

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