CRITERIA FOR OUTCOMES INDICATORS

Indicators should be:	Definition	Example indicator
Relevant	Indicator measures one of the providers goals. It also applies to the lives of the target clients. In response to a change that provider is likely to influence.	Percentage of agriculture, clients, who have invested in major tools, equipment, structures, or farming inputs within two years of becoming clients. *For a provider targeting agricultural clients with the goal that they increase their productive assets, this is a relevant Indicator, likely to reflect a change brought on by the provider services.*
Useable	Management can take action based on the information collected (it is linked to the operational strategy), and the data is likely to be dependable.	Percentage of clients with an increase, decrease, or no change in savings balance. *Available in institutions. MIS, this information can tell management whether clients are better able to deal with economic shocks, and whether they find savings product useful.*
Clear	The indicator is unambiguous, clearly defined, and as objective as possible.	Percentage of clients who have made specific changes to their home in the last three years (such as improved roof/walls/floor, expand the house, addition of sanitation or electricity). *Housing changes are easy for clients and the data collector to understand and observe.*
Feasible	The indicator is relatively easy to collect: straightforward for clients to answer, non-invasive, and not sensitive.	Number of waged, non-family members working in a client's business. (This is a measure of employment generation). *Clients can easily understand and count the number of people they employ in their business.*
Comparable	The indicator can be benchmarked and provides a consistent measure over time.	Percentage of clients with access to sanitary toilet. *Results can be compared both with the provider's own data over time (change in access to sanitary toilet) and sometimes with national benchmarks.*