

## Lead Measure

**Measures** that indicate progress against a process or behavior. These measures are helpful in predicting the future outcome of an objective. That is lead measures monitor inputs rather than output or outcomes Examples include: Hours Spent with Customers, # of Meetings with Cross-Functional Representation, # of Process Reworks, etc. Lead measures (or indicators) tend often appear in the BSC's process-oriented Internal and Learning & Growth perspectives.