



Jacada

high value, low  
volume



anecdotal → measurable and  
consistent



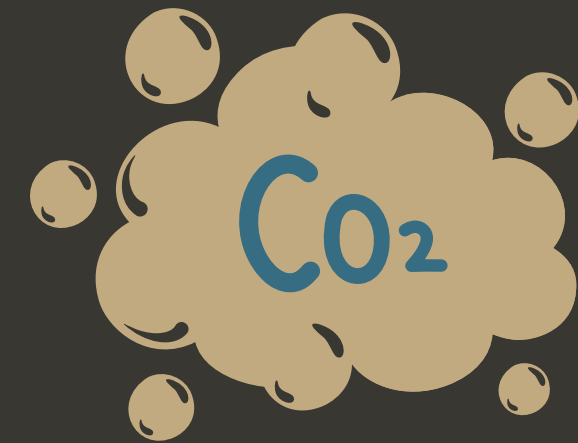
But we ran into  
problems....  
time-  
consuming



duplication



multi-  
dimension  
al impact



data is power.

The answer is not  
rigidity. It's nuance.



So how does this look for us in practice?



Use global frameworks as a base



Layer in local context



Co-create data, don't just impose it

We need to move from measuring impact  
on destinations  
to building systems of measurement with  
them.