

Measuring Success

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Success means different things to different people and organisations. Measuring success is about determining whether goals are being achieved and whether progress aligns with values, expectations, and objectives. There's no single, universal way to measure success, as it varies greatly depending on context—personal, professional, or organisational.



In terms of personal success

For individuals, success can be measured in several ways. Common approaches include such things as -

- Achievement of Goals – that is setting personal goals and tracking progress towards them, whether they are related to career, relationships, health, or personal growth.
 - Satisfaction and Happiness – by assessing your level of contentment and happiness with life circumstances and choices.
 - Growth and Learning – in terms of reflecting on how much you've learnt, overcome challenges, or developed new skills over time.
- and
- Work-Life Balance - by evaluating your ability to maintain balance between work, leisure, and family commitments.



In terms of professional Success

Success in the workplace is often gauged through more structured methods including -

- Key Performance Indicators (KPIs) - these are measurable values that demonstrate how effectively objectives are being met. For example, sales targets, customer satisfaction scores, or project completion rates.
 - Career Progression - tracking promotions, new responsibilities, or skill development as markers of professional growth.
- and
- Feedback and Recognition - considering feedback from managers, peers, or clients, as well as awards or other forms of recognition.



In terms of organisational success

Businesses, organisations and institutions typically measure success using a mix of financial and non-financial metrics including -

- Financial Performance - analysing profit, revenue, cost savings, and return on investment.
 - Customer Satisfaction - using surveys, reviews, and retention rates to gauge how well customer needs are being met.
 - Employee Engagement - assessing staff morale, retention, and productivity.
- and
- Social Impact - measuring contributions to the community or environment through programs, donations, or sustainability initiatives.



Qualitative vs Quantitative Measurement

Success can be measured both quantitatively (using numbers and statistics) and qualitatively (considering personal feelings, experiences, and stories). A blend (mix) of both provides a more complete picture.

Measuring success depends on clearly defined goals and values. By regularly reflecting, setting targets, and considering both tangible and intangible outcomes, you can determine how successful you have been in your chosen pursuits.

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