# **Do You Believe Me Test**

The **“Do You Believe Me?” test** is a question you can ask yourself before finalizing indicators/key indicators. To take the test, simply complete the sentence: “Do you believe that [***insert goal/outcome***] because [***insert indicator***]” (Chemonics, 2018). ​

For example, a sustainable energy team has a goal that “**households implement sustainable energy best practices**”. Would you believe that [households adopted sustainable energy best practices] because [Extension facilitated 30 utility rebate applications]? Maybe; maybe not. This sole output is likely not sufficient to convince stakeholders that Extension achieved its goal. But would you believe that [households adopted sustainable energy best practices] because [Extension facilitated 30 utility rebate applications] ***and*** because [30 households installed cost-effective solar energy]? That is hard to argue with.

Use the table below to list indicators you are considering for a given program goal. Then choose 1-3 that would convince relevant stakeholders that your goal has been achieved because of progress on one or more indicator measures. To take the exercise further, identify “**key indicators**” as S.M.A.R.T. measures that ***pass the Do You Believe Me Test***, are relatively ***unique to Extension***, and are ***meaningful to key stakeholders***.

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| **GOAL:** |  |

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| **POTENTIAL INDICATOR** | **PASSES OR CONTRIBUTES TO “DO YOU BELIEVE ME” TEST?** | **UNIQUE TO EXTENSION?** | **MEANINGFUL TO KEY STAKEHOLDERS?** |
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