

10 Tips to Moneyball Your System



A Guide for Smarter, Data-Driven Decisions

1. Create a Data Team

Assign staff to collect and centralize the most relevant system information. A clear data lead ensures consistency and accountability.

2. Identify Unique Attributes

Recognize what sets your system apart—client mix, geography, services, or partnerships. Hidden strengths often lie in these differences.

3. Define Success

Look beyond contract deliverables. Define success in terms of community outcomes, ecosystem role, and ROI for stakeholders.

4. Access System Data

Surface existing data across silos—CRMs, surveys, reports, training logs. Most systems already generate valuable untapped data.

5. Ensure Data Integrity

Standardize formats, clean errors, and enforce consistency across nodes. Trusted data is the foundation for accurate insights.

6. Create a KPI Map

Prioritize metrics that matter. Map data to goals to focus on meaningful measures, not every possible number.

7. Tie Data to KPIs

Link outcomes directly to data—e.g., engagements to jobs created or training to revenue. This proves impact clearly.

8. Analyze for Trends & Strengths

Search KPIs for patterns. Identify high-ROI activities or overlooked strengths and double down strategically.

9. Use Predictive Measures

Move from description to prediction. Apply statistical tools to forecast outcomes, resource needs, or growth potential.

10. Make Data-Driven Decisions

Bring data into everyday choices. Reduce bias, check assumptions, and use KPIs as your decision compass.

MONEY BALL EXAMPLES

Rank Your Center/Systems Moneyball



DELIVERING WORKSHOPS

AMERICA'S SBDC

WORKSHOP EXPERT

Rather than consulting with one client at a time, you prefer to knock many out with a workshop. Whether it be through Zoom, or in-person, you are the best at delivering those presentations. You ensure that everyone that comes to your presentation leaves with the knowledge they need to reach the next step.

Year	Workshops Delivered	Avg Attendees
2022	23	43
2024	16	57
Total	39	50

AMERICA'S SBDC



FACE TO FACE CONSULTING

AMERICA'S SBDC

IN-PERSON PRO

Keeping it old school. The best way to learn is through face to face interaction, and you know that! Whether you are driving miles across your county or meeting your client at the local center, you are ready to go.

Year	Clients Consulted in Person	Miles Drove
2022	36	112
2023	60	178
2024	54	156
Total	150	446

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