



## **Shifting from Metrics to Meaning: Rethinking Success in Leadership**

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For many leaders, success is measured by the numbers—revenue, membership growth, attendance rates, or other key performance indicators. While metrics are important, they often tell an incomplete story. Leadership that focuses solely on the "what" of success risks losing sight of the "why." To create lasting impact, leaders must shift their focus from tracking metrics to creating meaning. By reframing success around purpose and mission, organizations can build stronger, more engaged communities that drive sustainable growth.

The problem with a metrics-first mindset is that it can become transactional. Numbers are tempting because they're easy to track and report. A club sees a decline in event attendance, for instance, and the immediate reaction might be to lower ticket prices or offer promotions. While these solutions might boost attendance temporarily, they fail to address the underlying issues. Are the events aligned with the club's mission? Do they reflect the changing needs and preferences of members? Metrics are a useful tool, but when they become the end goal, they can lead to short-sighted decision-making.

Instead, leaders must view metrics as the result of meaningful actions. Growth in membership, for example, is not a goal—it's a byproduct of creating an environment that fulfills the organization's purpose. A club that focuses on building community and providing authentic value for its members will naturally see metrics improve. Success becomes less about chasing numbers and more about creating experiences and opportunities that resonate deeply with people.

Reframing success in this way requires a deliberate focus on mission. Leaders should regularly revisit the purpose of their organization and ask: Are we aligning our efforts with what matters

most? This mindset encourages not only intentional decision-making but also innovation. When leaders view metrics as a reflection of meaning, they are more willing to take risks and explore creative ways to serve their members.

A purpose-driven approach also creates a culture of engagement. When staff and members see that leadership values meaning over metrics, they feel more connected to the organization. Team members approach their roles with a sense of purpose, while members become more invested in the community being built around them. This shift from transactional to relational leadership fosters trust, loyalty, and long-term success.

In our upcoming *Strategic Goal Workshop*, we'll dive deeper into this shift from metrics to meaning. Through interactive discussions and hands-on exercises, we'll explore how leaders can measure success in ways that reflect their organization's mission. Participants will learn how to balance quantitative outcomes with qualitative impact, ensuring that every action taken contributes to something larger than the numbers.

Leadership isn't about hitting targets—it's about creating value that lasts. By focusing on meaning, leaders can transform their organizations into purpose-driven communities where metrics improve not because they're the goal, but because they reflect the impact of meaningful work. Join us at the workshop to discover how to lead with purpose, rethink success, and inspire those around you to do the same. Together, we'll explore how to move beyond the numbers to create legacies of meaning and impact.