



KPI Dashboard

Design for Capability. Not Perfection.

Created by Vanessa Gentile, Founder of Bring Women Back to Work

Purpose

What gets measured gets managed.

Inclusion must be tracked like performance.

How to Use It

Track monthly or quarterly.

Segment by:

- gender
 - role level
 - function
 - work model
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KPI Dashboard Template

1. Hiring & Access

- % of women applicants
- % of returners in pipeline

- Interview-to-offer ratio
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2. Conversion & Performance

- Returnship → full-time conversion rate
 - Performance ratings (parity across groups)
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3. Retention

- 3-month retention
- 12-month retention

Target: ≥85%

4. Growth & Progression

- Promotions
 - Internal mobility
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5. Engagement

- Program participation
 - Mentorship engagement
 - Feedback scores
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6. Leading Indicators (Important)

- Attendance in sessions
 - Completion of learning modules
 - Number of sponsor actions
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ROI Indicator

Turnover cost \approx 1/3 of annual salary

Compare: cost of hiring vs. cost of retention

One Principle to Remember

Don't measure intention.

Measure: **outcomes**