

# EASIER Framework

Six dimensions, one primary center of gravity. Pick the dimension that matters most.

## E<sup>1</sup> — Effectiveness

*Achieve the intended outcome.*

**When:** The approach itself is not producing the intended result.

**Metrics:**

Outcome attainment rate

Goal achievement rate

**PREREQUISITE:** Confirm Effectiveness before pursuing Efficiency or Reach.

## A — Accuracy

*Improve the correctness of information, predictions, or decisions.*

**When:** Poor decisions stem from bad data, unreliable forecasts, or inconsistent evaluation.

**Metrics:**

Error rate

Prediction accuracy

Confirm Accuracy before investing in Speed. Fast decisions on bad data fail faster and with more confidence.

## S — Speed

*Reduce the time required for a process or decision.*

**When:** The work is directionally correct but delay has measurable consequences.

**Metrics:**

Cycle time

Response latency

Time-to-decision

## I — Insights

*Discover why outcomes are what they are.*

**When:** Leaders have data but lack causal understanding. Patterns are invisible.

**Metrics:**

Causal hypotheses confirmed

Decisions changed by new evidence

**DIAGNOSTIC GATEWAY:** When the primary dimension is unclear, begin with Insights.

## E<sup>2</sup> — Efficiency

*Reduce the resources required to produce the same outcome.*

**When:** Effectiveness is confirmed but the current cost structure is unsustainable.

**Metrics:**

Cost per unit of outcome

Labor-to-output ratio

**PREREQUISITE:** Confirm Effectiveness (E<sup>1</sup>) before pursuing Efficiency (E<sup>2</sup>). Fix it first, then optimize.

## R — Reach

*Expand who benefits from what the organization does.*

**When:** The core work is effective, but scale or access barriers limit who benefits.

**Metrics:**

Coverage rate

Equity gaps across subgroups

Access barrier reduction



EQUITY: Reach is about how many AND who. Identify which populations are underserved and why.

PREREQUISITE: Confirm Effectiveness before expanding Reach.

**DIAGNOSTIC SEQUENCE — WORK THROUGH IN ORDER, STOP AT FIRST CONSTRAINT**

- 1.** Do we understand WHY current outcomes are what they are? !' If no: INSIGHTS first
- 2.** Is the core approach producing the intended outcome? !' If no: EFFECTIVENESS
- 3.** Is the information driving decisions reliable? !' If no: ACCURACY
- 4.** Is timing a binding constraint — does delay cause harm? !' If yes: SPEED
- 5.** Is cost or sustainability the binding constraint? !' If yes: EFFICIENCY
- 6.** Is scale or equitable access the binding constraint? !' If yes: REACH

