SPARK · The funding test for indicators

Does this indicator deserve a budget line?

STREDGE PARTNERS · BRUNO HOUNKPATI

Criterion	1	3	5
S · Signal strength Predicts results 6 to 18 months out.	No link seen with later results	A link, but irregular or less than 6 months ahead	Moves 6 to 18 months ahead, checked on your own history
P · Pattern cohesion Moves with industry and economic shifts.	Blind to outside change	Registers it late	Registers it as it happens
A · Anchored alignment Fits the strategy and stakeholder priorities.	No named priority, no owner	Loosely linked to the strategy	Tied to a named priority, owned by someone with the decision rights
R · Resilience Hard to game or distort.	Easy to move without real change	Can be moved with some effort	Moves only with real work, cross-checked against a second source
K · Knowledge velocity Teaches you fast enough to adjust.	Yearly, or after the decision	Quarterly	Monthly or faster, inside the decision window

THE RULE Score each criterion 1 to 5. Fund a measure only when no score is below 3 and the average is 4 or more. Otherwise fix it or drop it.

Measure	Owner	S	P	A	R	K	Lowest	Average	Fund · fix · drop	Fix needed	Next test

Score with the owner of the measure and one person who does not own it. A gap of 2 points or more is the conversation to have.

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Version 1.0 · November 2026