## Defining Success: Choosing the Right Outcomes and Turning Data into Direction

**Brand:** Heartbeat Academy

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## **Short Description**

Every maternity home needs clear indicators of success that reflect its mission—not just its activities. In this session, we'll help you define those missional indicators, track them meaningfully, and apply what you learn to strengthen both daily operations and long-term impact. You'll leave equipped to turn your data into direction—so every decision aligns with your mission and moves it forward.

Presented by Valerie Harkins, Executive Director of the Maternity Housing Coalition

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