

# CONTENTS

	Preface	vii
<b>1</b>	Overview of Relentless Monetization	1
<b>2</b>	Translating Mission Into Mission-Relevant Outcomes	17
<b>3</b>	Basics of Monetizing Outcomes	30
<b>4</b>	Those Pesky Counterfactuals	44
<b>5</b>	The Meaning of Present Discounted Values	53
<b>6</b>	Examples of Metrics by Outcome	57
<b>7</b>	Examples of Metrics by Grant: Multi-Outcome Interventions	67
<b>8</b>	Completing the Analytical Traverse: Small-Bore Benefit/Cost Analysis	76

<b>9</b>	Key Generalities: Q&A	86
<b>10</b>	Six Purposes	95
<b>11</b>	Prominent Metrics Systems	99
<b>12</b>	Reflections on Risk	110
<b>13</b>	Conclusion	128
	Appendix A: Counterfactual Complications: Shared Responsibility	131
	Appendix B: Choices Between More and Less Risky Initiatives	134
	Appendix C: Calculating a Program's Expected Well-being Impact	143
	Notes	147
	Index	153