

# KPIs & CULTURE

## HOW LEADERS CREATE AND EFFECTIVELY USE METRICS

Getting the right KPIs for a business, displayed in a simple but impactful manner can significantly improve the bottom-line results of any company. And yet often companies struggle in this area. They have too many or too few. There is questionable accuracy. The frequency isn't often enough. They are not displayed in a manner that is easy to understand and effectively utilized.

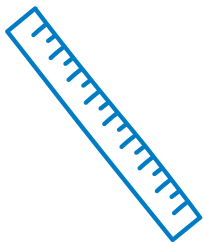
Even when KPIs and Dashboards are created and installed, the number one reason the KPIs fail is because the people in the organization don't understand why they are important, how they are going to be used to help the organization as opposed to being a micro-management tool, how they can influence them and how they can be a tool for recognizing positive outcomes and promoting a winning culture. They believe they will be used for motivation, not information. The presentation will delve as much into how to create the right KPIs as it will how to prepare and train the people involved in using them to do so in a positive, effective manner.

To understand how to create effective KPIs and utilize them in a world class dashboard, you need to understand three things:



### Where Do Most Organizations Fail In This Area

There are common pitfalls that organizations fall into with regards to KPIs and Dashboards. We need to understand what they are and how to avoid them.



### What to Measure

We will share our model for how to choose the right number and type of KPIs to drive performance, while ensuring that we are not encouraging behaviors that don't align to the overall business goal.



### How to Display

Once you have the right KPIs measured in the appropriate fashion, you now need to put them into a dashboard. How this is displayed is critical to the adoption and effectiveness of your KPIs. You will see some examples from world class companies on how best to do this.