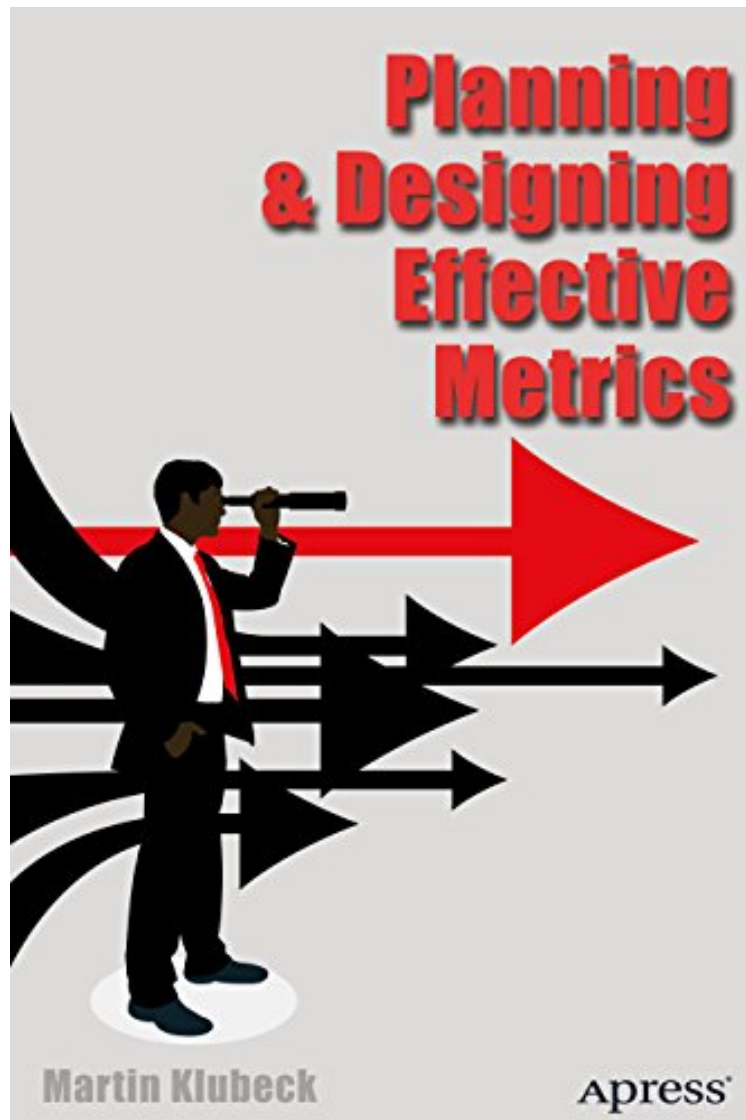


## Planning and Designing Effective Metrics

*Martin Klubeck*

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**Martin Klubeck : Planning and Designing Effective Metrics** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Planning and Designing Effective Metrics:

0 of 0 people found the following review helpful. Finally! A book that focuses on asking the right questions instead of simply throwing charts and graphs on a dashboard! By Eva M. Sporinsky In today's arena of data visualization, infographics and dashboards, there seems to be an over abundance of striving for 'eye candy'. vs illustrating meaningful metrics and objectives. Klubeck does an excellent job of highlighting the importance of focusing on the right questions in the first place. Several techniques he offers are very easy to work into the consulting process. Since reading his book I find myself spending more time with my customers asking what questions they are seeking to explore and

illustrate using their data.

Metrics are a hot topic. Executive leadership, boards of directors, management, and customers are all asking for data-based decisions. As a result, many managers, professionals, and change agents are asked to develop metrics, but have no clear idea of how to produce meaningful ones. Wouldn't it be great to have a fast, simple explanation of how to plan for and then design measurements to improve your organization? *Planning and Designing Effective Metrics*—an abridged version of author and metrics expert Martin Klubeck's *Metrics: How to Improve Key Business Results*—provides that explanation and the tools you'll need to make your organization more effective. Not only does this brief book explain the "why" of metrics, but it walks you through a step-by-step process to create a clear picture of organizational health and how well you satisfy customer needs. This book: Provides a guide for planning and designing useful metrics based on your unique organizational needs; Offers the theory behind metrics to help you get exponentially better practical results; Shows how to select and use the proper tools for creating, implementing, and using metrics; Provides examples of how to identify, collect, analyze, and report metrics that will be immediately useful for improving all aspects of the enterprise; *Planning and Designing Effective Metrics* will help you to measure the right things, the right way—the first time. No wasted effort, no chasing data. You will learn how to create valuable measures of organizational success, like repeat customers, customer loyalty, and word-of-mouth advertising. That will help you not only to improve organizational results—you'll also multiply your career opportunities. What you'll learn: Understand the difference between data, measures, information, and metrics; Identify root performance questions to ensure you build the right metrics; Develop meaningful and accurate metrics; Formulate practical answers to data-based questions; Learn one of the most powerful methods yet invented for improving organizational results. Who this book is for: *Planning and Designing Effective Metrics* was written for managers in the for-profit and nonprofit worlds who need to improve key results: department heads, middle managers, analysts, IT professionals, and change agents.

**About the Author** Martin Klubeck is a strategy and planning consultant at the University of Notre Dame and a recognized expert in the field of practical metrics. His passion for simplifying the complex has led to the development of a simple system for developing meaningful metrics. He is author of *Metrics: How to Improve Key Business Results* and coauthor of *Why Organizations Struggle So Hard to Improve So Little* and numerous articles on metrics. Klubeck is also the founder of the Consortium for the Establishment of Information Technology Performance Standards, a nonprofit organization focused on providing much-needed standards for measures.