



## Designing Metrics Workshop

### COURSE OVERVIEW

Data-driven decision making—it's not a new concept anymore. Our awareness of the importance of data has increased dramatically over the past 30 years, and in this new era of "big data," so, too, has our ability to collect and analyze the information. There's just one problem: Data alone is not usually the answer.

Our ability to link data to truly understand the behavior of our markets, our customers and our own business demands that we first construct the metrics that will truly inform our decision making process. The data that is readily available to us rarely tells us what we need to know.

It's interesting to note that the success of nearly all Lean and Six Sigma projects is measured based on the change in some "primary metric." But how well is that metric aligned with the overall metrics of an organization?

During this workshop, you will learn how to design metrics that work. Most good metrics are constructed. Few good metrics simply take available data and plot against time, as is so often done. Most well designed metrics include both a numerator and denominator, and many are what are known as "composite" metrics (think about your credit score or the NFL's quarterback passer rating as examples).

Through practical examples and interactive group exercises, you will come away with a new appreciation for the importance of designing good metrics and some new skills to help you actually do it.

### LEARNING OBJECTIVES

After attending this workshop, you'll be able to...

- Identify the characteristics of a good metric.
- Construct a well-designed metric that will truly inform your decision making process.
- Link metrics at different levels of the organization through cause and effect.

### HOW YOU WILL LEARN IT

#### Classroom

This regionally based workshop is a power-packed one-day event focused on designing metrics that truly inform your decision making process.

You'll enjoy the day by engaging in participatory and enlightening instruction and exercises. Through practical examples and interactive group work, you will gain a new appreciation for the importance of designing good metrics. Plus, you'll glean wisdom and insight—and give some too—as you network with other participants from other companies and industries.

No matter what industry you're in and the environment you work in, this workshop will provide you with the skills to develop well designed metrics in your organization. The master instructor will ensure that the teachings and examples connect to all participants and their unique circumstances.

Prefer customized training at your location?

CALL for details > +1 303-827-0010

### COURSE AT A GLANCE

#### Course Length

Online: 1 day

#### Cost

Classroom: \$399.00