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Make Success Measurable: A Mindbook-Workbook for Setting Goals and Taking Action

By Douglas Smith

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Make Success Measurable: A Mindbook-Workbook for Setting Goals and Taking Action, Douglas Smith, "Performance begins with focusing on outcomes instead of activities. In my experience, most people in most organizations most of the time do the reverse. They concentrate their efforts on the pursuit of activities instead of outcomes. As a result, they rarely set or achieve performance results that matter." Today's performance challenges demand outcomes-both financial and nonfinancial-that must simultaneously benefit customers, shareholders, employees, and management. Therein lies a cycle of sustainable performance that functions as a framework to ensure your organization's goals are set, met, and balanced for today's business world. Make Success Measurable! enables you to avoid activity-based goals that can go on indefinitely, and articulate aggressive outcome-based goals that are specific, measurable, achievable, relevant, and time-bound. This is a how-to book, emphasizing outcomes as opposed to actions in setting goals. You'll learn how to: Set goals that matter to customers, shareholders, and funders. Set nonfinancial as well as financial goals and link them together. Understand and use outcome-based goals that support success while avoiding activity-based goals that produce failure. Select and use management disciplines needed...



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