

Metrics for Impact TCGen Inc.

The Power of Metrics

Metrics are the cornerstone of effective data-driven decision-making. Key measures that are tied to organizational goals provide executives with the insight required to drive organizations to the desired results. Constructing an executive dashboard that combines both predictive and static metrics becomes a powerful tool to optimize outcomes. Whether your goal is to drive customer adoption, measure operational excellence or to ensure you beat the competition, incorporating the elements of a successful metrics program will provide critical data to lead an organization to successfully accomplish its objectives.

Industry Expertise

TCGen is a recognized expert in the field of metrics. Their extensive knowledge has helped many fast paced Fortune 100 companies drive results by measuring results. The notable accomplishments in the area of metrics include

- Founded and Chaired Management Roundtable's Metrics Conference series
- Delivered seminars and workshops to corporations, MIT, Stanford and other universities
- Published papers for the Harvard Business Review, IEEE, and other publications
- Metrics clients include: Apple, Abbott, Bose, Cisco, IBM, 3M and others

Essential Elements of a Successful Metrics Program

Measuring your company's performance does not have to be complicated. A few critical metrics, tied to organization goals & objectives, drive more powerful decision-making than a large suite of metrics that result in ambiguous interpretations and ineffective actions. The essential elements that will lead your organization to powerful data driven decision-making include

- Defining metrics in terms of organizational goals & objectives
- Choosing only the critical few which are high impact and will "move the bar"
- Using the "Half Life" best practice to set targets that change over time
- Adopting both predictive and static metrics to predict outcomes
- Identifying appropriate actions based on the measurements

Process for Metric Formulation

TCGen works with clients to identify the critical few measures that will lead to dynamic data-driven decision-making. Well-established practices coupled with new emerging research are the basis for assessing the right metrics to measure and manage. Areas of focus include

- Leveraging research based on frequency and recency to assess propensity to adopt
- Using frequency for "stickiness" and Net Promoter Score (NPS) for virality
- Utilizing "Cascading Goals" to ensure line of sight alignment
- Understanding issues that impact goal attainment so correct variables are measured

For more go to www.tcgen.com