

## **The Rules of Performance Measurement**

### **Measure what's relevant.**

You cannot tell people to do their best and then hope their best is good enough. You, and they, have to know how they're doing and where they – and the business – can improve.

### **Post Results.**

Be fair and factual in your measurements but, once you know how they're doing, post the results and share the information. People are naturally competitive, want to do a good job, and like to know how they're doing.

### **Keep raising the level of acceptable performance.**

Once your goals have been achieved you have to keep raising your sights. Unless you are consistently getting better, somebody else will pass you by.

### **Limit your goals.**

If you give people too many things to concentrate on, they won't be able to concentrate on anything. Set no more than five goals – one may be all you need.