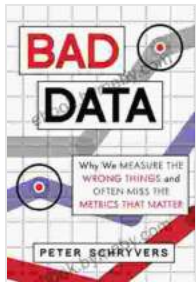


# Why We Measure the Wrong Things and Miss the Metrics that Matter

By John Doerr



## Bad Data: Why We Measure the Wrong Things and Often Miss the Metrics That Matter by Robin Yocum

★★★★☆ 4.6 out of 5

Language	: English
File size	: 1215 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
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Print length	: 338 pages



We all want to be successful. But how do we know if we're on the right track? The answer is: by measuring our progress. But what if we're measuring the wrong things? What if we're so focused on the numbers that we miss the big picture?

In his book, *Why We Measure the Wrong Things and Miss the Metrics that Matter*, John Doerr argues that we're all guilty of this mistake. We're so focused on the easy-to-measure metrics that we forget about the harder-to-measure metrics that really matter.

For example, we might be measuring sales revenue, but we're not measuring customer satisfaction. Or we might be measuring website traffic,

but we're not measuring the quality of the traffic. These are just two examples of the many ways we can measure the wrong things.

Doerr argues that this focus on the wrong metrics is leading us to make bad decisions. We're investing in things that don't matter, and we're ignoring the things that do.

So what are the right metrics? Doerr says that the right metrics are the ones that measure what we care about. They're the ones that help us track our progress toward our goals.

But finding the right metrics isn't always easy. It takes time and effort. But it's worth it. Because once we have the right metrics, we can finally start to measure our progress toward success.

## **The Four Key Metrics**

Doerr identifies four key metrics that he believes are essential for measuring success:

1. **Progress:** This metric measures how far we've come toward our goals. It's important to track progress over time so that we can see if we're making headway.
2. **Impact:** This metric measures the difference we're making in the world. It's important to track impact so that we can see if our work is making a positive difference.
3. **Health:** This metric measures the sustainability of our organization. It's important to track health so that we can make sure that we're not burning ourselves out.
4. **Happiness:** This metric measures the well-being of our employees. It's important to track happiness so that we can make sure that our employees are engaged and motivated.

Doerr argues that these four metrics are essential for measuring success because they provide a comprehensive view of our progress. They show us how far we've come, what impact we're making, how sustainable we are, and how happy our employees are.

## How to Use the Four Key Metrics

Once we have identified the right metrics, we need to know how to use them. Doerr recommends using the following four steps:

1. **Set goals:** The first step is to set goals for what we want to achieve. These goals should be specific, measurable, achievable, relevant, and time-bound.
2. **Track progress:** Once we have set goals, we need to track our progress toward achieving them. We can do this by using the four key metrics.
3. **Make adjustments:** As we track our progress, we may need to make adjustments to our goals or our strategies. This is a normal part of the process.
4. **Celebrate success:** When we achieve our goals, it's important to celebrate our success. This will help us stay motivated and keep us moving forward.

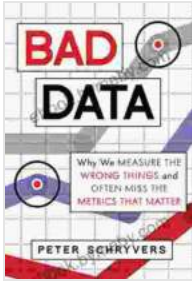
Measuring our progress is essential for success. But if we're measuring the wrong things, we'll never know if we're on the right track. The four key metrics that Doerr identifies in his book are a great starting point for measuring success. By using these metrics, we can track our progress, make adjustments, and celebrate our success.

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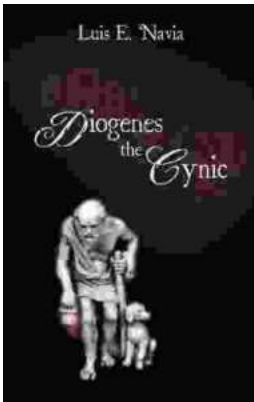
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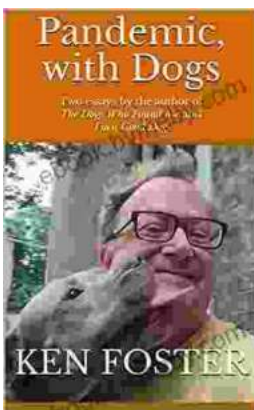


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