WHAT GETS MEASURED GETS DONE

- If you don’t measure results, you can’t tell SUCCESS from FAILURE
- If you can’t see SUCCESS, you can’t reward it
- If you can’t reward success, you’re probably rewarding FAILURE
- If you can’t see success, you can’t LEARN from it
- If you can’t recognize failure, you can’t CORRECT it
- If you can demonstrate results, you can win PUBLIC SUPPORT