



# Keeping Score: Using the Right Metrics to Drive World Class Performance

*Mark Graham Brown*

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**Keeping Score: Using the Right Metrics to Drive World Class Performance** Mark Graham Brown

**Keeping Score** ensures that you look at the right metrics. The author contends that metrics must focus on the past, present, and future and be based on the needs of the customers, shareholders, and employees.

Measuring everything is more damaging than measuring nothing -- pinpointing the vital measures is the key to success. Integrating the "balancing scorecard" concept with a Baldrige approach, **Keeping Score** will show you how to—

- Evaluate your current approach to measurement
- Pinpoint incorrect performance measurements
- Select the right financial metrics
- Measure customer satisfaction and value
- Measure quality of products and services before they reach customers
- Perform process measurement
- Track supplier performance
- Measure employee satisfaction
- Redesign metrics and systems used to collect and report data

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