





5. Does each member of your company have a specific, key success indicator – that one *result* that most contributes to your key success indicator?
6. Does each member of your company have a specific key *performance* indicator, that one *activity* that most influences their key success indicator?
7. Does each member know what his or her key success and *performance* indicators?
8. Are you measuring what's more relevant and important?
9. Are you generating the information you need to analyze and evaluate your business?
10. Are you getting all the insight you can and should from your information?

Yes? Maybe? Truth is, often times the answer is “no.” And if you answered “maybe” or “no” to any of these questions, there is likely room for measurable improvement in your company’s collective and individual performance and results. But effectively addressing, answering, and most importantly, acting on these questions and issues are easier said than done.

The time, expertise, experience, and passion to effectively assess and act on effective performance management, and the improved performance and results may not be readily available. Effective performance management is critically important in achieving sustainable, managed, controlled success, growth, and increased company value. With so much to gain, it will be more than worthwhile for you to make it a priority to make effective performance management standard operating procedure.