

Brainstorming performance measures

by David Parmenter

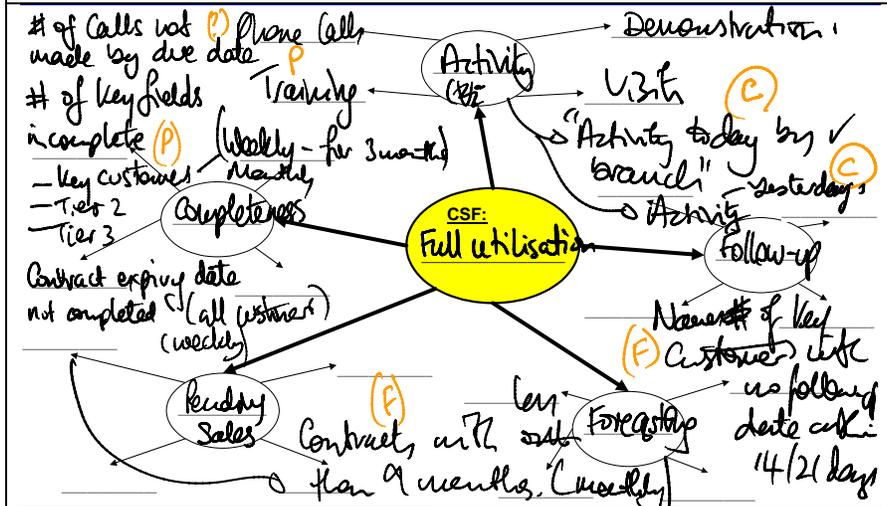
The following diagrams show how I demonstrate brain storming of measures to attendees. There is a web cast on www.bettermanagement.com search under 'parmenter' and invest 40 minutes listening to 'sorting the wheat from the chaff' webcast.

	<p>I ask what aspects or areas should be measured in this success factor. No suggestion is wrong.</p>
	<p>I always aim for at least five aspects</p>



We start brainstorming the likely measures. Which include:

- # of recognitions given last week
- # of planned recognitions for next week
- Number of health and safety incidents last week.
- # of health related training to be run in the two months, and months 3-4



The next stage is to mark the measures that are:

- Past measures (# of calls made by due date, # of incomplete fields in the database)
- Current measures (Yesterday's sales activity, today's sales visits)
- Future measures (# of key customers with no follow-up date within the next 14/21 days)

Writer's biography



David Parmenter is an international presenter who is known for his thought provoking and lively sessions, which have led to substantial change in many organisations. David is a leading expert in: the development of winning KPIs, replacing the annual planning process with quarterly rolling planning, quick month-end processes and converting reporting to a decision based tool.

David's work on KPIs is recognized internationally as a breakthrough in understanding how to make performance measures work. His book, 'Key Performance Indicators: Developing, Implementing, and Using Winning KPIs' is one of the best selling performance management books on Amazon.com. John Wiley & Sons Inc have also published his second book "Pareto's 80/20 rule for Corporate accountants".

David has delivered workshops to thousands of attendees in many cities around the world including Sydney, Melbourne, Kuala Lumpur, Singapore, Johannesburg, Dublin, London, Manchester, Edinburgh and Prague.

David has worked for Ernst & Young, BP Oil Ltd, Arthur Andersen, and Price Waterhouse, and he is a fellow of the Institute of Chartered Accountants in England and Wales.

He has written over 30 articles for the accounting and management Journals including *"quarterly rolling planning - removing the barriers to success"*, *"Throw away the annual budget"*, *"Beware corporate mergers"*, *"Implementing a Balanced Scorecard in 16 weeks not 16 months"*, *"Convert your monthly reporting to a management tool"*, *"Smash through the performance barrier"*, *"Is your board reporting process out of control?"* *"Implementing winning Key Performance Indicators"*, *"Quick month end reporting"* etc.

He can be contacted at parmenter@waymark.co.nz He has recently completed a series of white papers which can be purchased from his website www.davidparmenter.com

