

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*