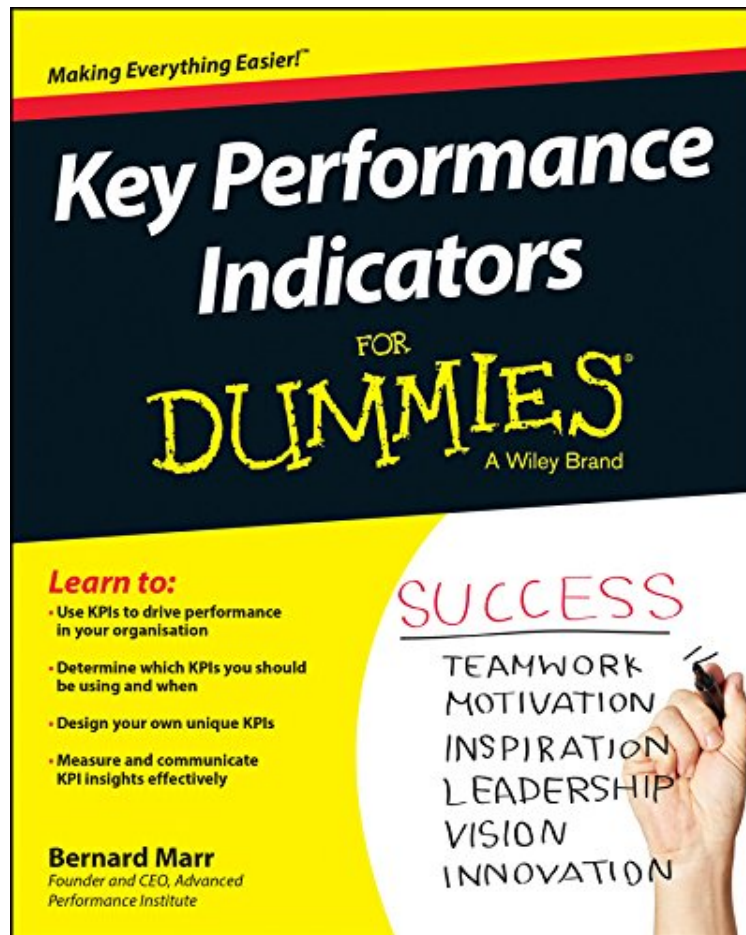


# Key Performance Indicators For Dummies

Bernard Marr

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**Bernard Marr : Key Performance Indicators For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Key Performance Indicators For Dummies:

2 of 2 people found the following review helpful. KPI primers for beginners or to refresh your knowledge base. By Deborah Waaney Excellent review of KPIs with plenty of concrete examples. Definitely helped me develop a good grasp of the concepts and the confidence to apply what I learned in my daily business routines. 3 of 3 people found the following review helpful. Basics of Business By Himri Key Performance Indicators for Dummies is a good book to get your rookies knowledgeable on what is KPI and what KPQ (KP questions) will get you to the performance you want. The difference between leading and lagging indicators is a good one to know, even the focus on the word indicator in KPIs is essential. While the author does these kind of highlighting and contextualizing well, the dos and dont when it comes to KPIs, the book starts to feel like many booklets put together, trying to reel in different departments together. Yes finance is where all the numbers are but it is this cross functional jump, that makes the book look like a motley. I was very interested with terms like KPQ, EVA- Economic Value Added but after a while there were too many terms (I remember reading about NPS - Net Promoter Score, but cant recall which book), that made it seem like KPI should

have been a small section under an umbrella title that would tie the book all in one. Something to appreciate in this varied terms definition are the examples, which make all the acronyms very easy to understand. Keep this book under the 'Basics of Business' folder. 1 of 1 people found the following review helpful. Performance Assessment and Analysis By Antigone Walsh the major takeaway I got from this book was the importance of determining the what and why before going to the how. Data measurement and analysis is commonplace but until the goals are determined they are for naught. This book examines Key Performance Indicators (KPIs) and discusses different types along with suggestions on how to implement and assess them. Written and organized in the standard Dummies style, it is easy to read and follow. That being said, this book seems best for those with at least some exposure to KPIs. I thought the emphasis on updating the KPIs was spot on. Data is fluid and everything changes. Just because you can measure something doesn't mean that you should. To that end the last chapter, The Top Ten KPIs To Use, was the most valuable. Overall, an interesting look at data collection and assessment for advancing business strategy.

A complete guide to using KPIs to drive organisational performance Is your business on track to achieve success? Key Performance Indicators For Dummies covers the essential KPIs that are useful to all kinds of businesses, and includes more than 100 different ways leaders can monitor and drive performance in their organisations. This book helps managers understand the crucial KPIs that should be implemented for all different aspects of the organisation, including financial performance, operational and internal processes, sales and marketing, customer satisfaction and more. Good KPIs should be unique to every business, as every business has different objectives. To meet this need, the book provides tools and templates that leaders can use to develop unique KPIs that best suit their particular organisation or industry. Learn to design KPIs that are unique to your business and fit closely to your strategic objectives Determine which KPI questions you should be asking to achieve the right insights for your business Learn the specific KPIs that are appropriate for different business circumstances Turn KPIs into deep insights by mastering related reporting and communications practices KPIs are a crucial part of every manager's toolkit, and are essential for helping to monitor the execution of business strategies and measure results. Key Performance Indicators For Dummies moves beyond a basic discussion of what KPIs are, and why they are needed to provide a complete guide for learning to design and use specific KPIs to drive organisational performance.

From the Back Cover Learn to: Use KPIs to drive performance in your organisation Determine which KPIs you should be using and when Design your own unique KPIs Measure and communicate KPI insights effectively Your complete guide to using KPIs to drive performance Is your business on track to achieve success? With the help of this hands-on, friendly guide, managers and business leaders will understand the crucial KPIs that should be implemented for all different aspects of their organisation, including financial performance, operational and internal processes, sales and marketing, customer satisfaction and more. What are KPIs? ndash; uncover the basics of Key Performance Indicators, from why every company needs them and where people go wrong with them to setting the right targets and organising your KPIs Develop a winning KPI ndash; find expert guidance on deciding on the right KPIs, how to collect the data, applying quantitative methods and finalising your KPIs Use it or lose it ndash; implement and use KPIs effectively, turn KPIs into insights, get the attention of decision-makers and use graphs and charts to visualise KPIs The customer is always right ndash; discover ways to develop customer, sales and marketing KPIs, measure the market and your place in it, develop operational and internal process KPIs and more Gauge your performance ndash; chart how well yoursquo;re recruiting and how well yoursquo;re training Open the book and find: Why every company needs KPIs The need for KPI frameworks How to implement and use KPIs effectively Ways to measure profit and revenue growth The scoop on shareholder and value-added KPIs How to measure project performance Tips for developing effective KPIs Big KPI mistakes to avoid The top KPIs to use About the Author Bernard Marr is a bestselling author on organisational performance and business success. He regularly advises leading companies, organisations and governments across the globe, and is acknowledged by the CEO Journal as one of today's leading business brains. He has advised the Bank of England, Barclays, BP, Fujitsu, HSBC, Mars and others.