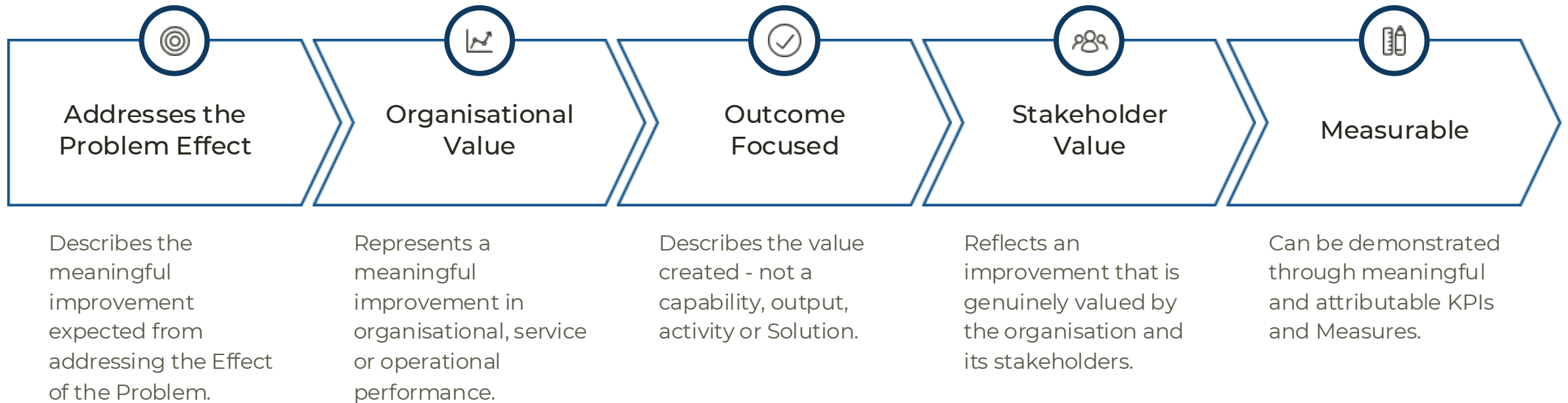


Defining Benefits and KPIs That Demonstrate Value

A practical guide to defining meaningful Benefits and using KPIs, Measures, baselines and targets to make investment success measurable.



Do not start with the data you already have. First identify the performance domain in which meaningful change needs to occur (the KPI). Then determine the most practical and reliable way to assess that change (the Measure).