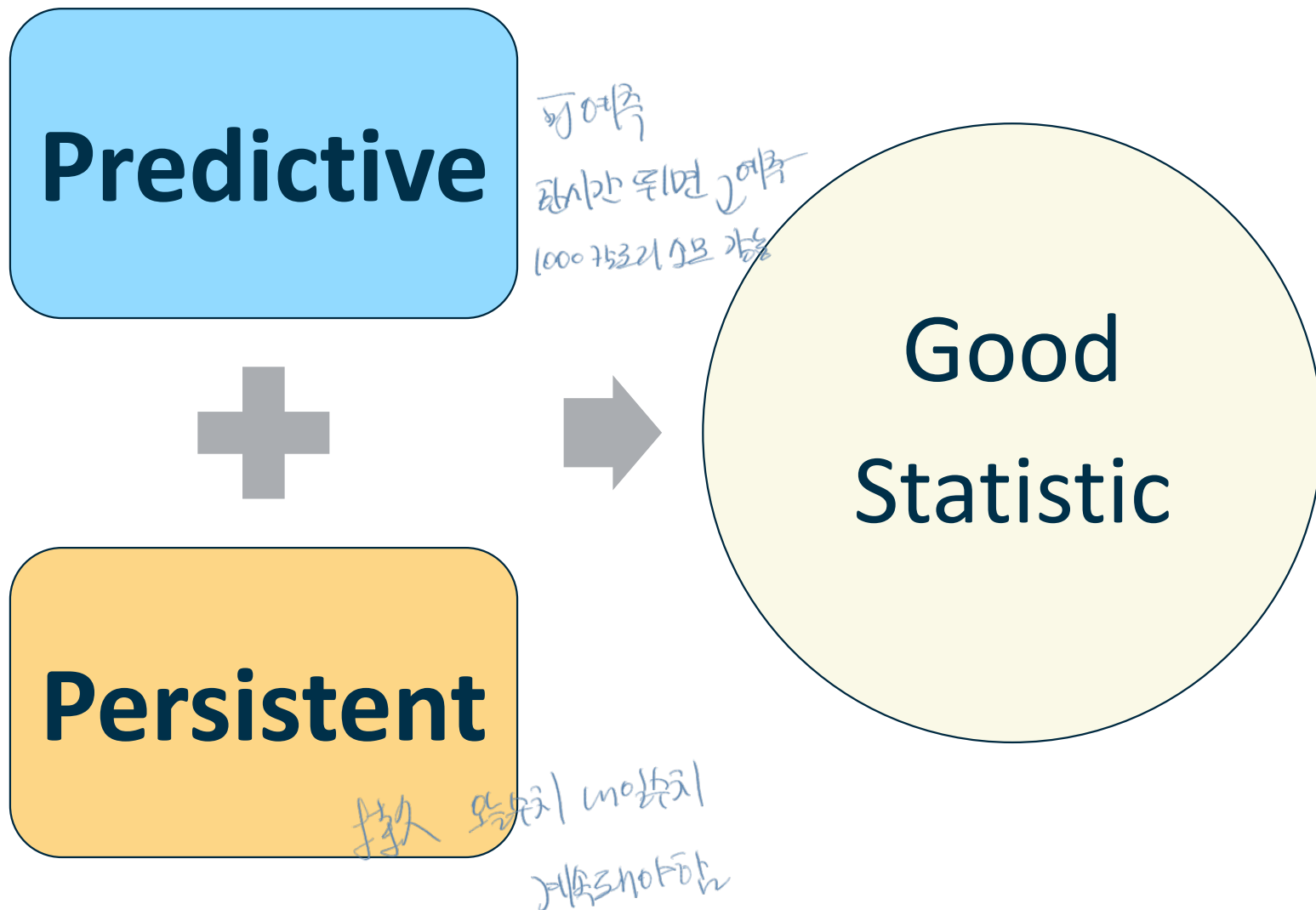


# Good Statistic



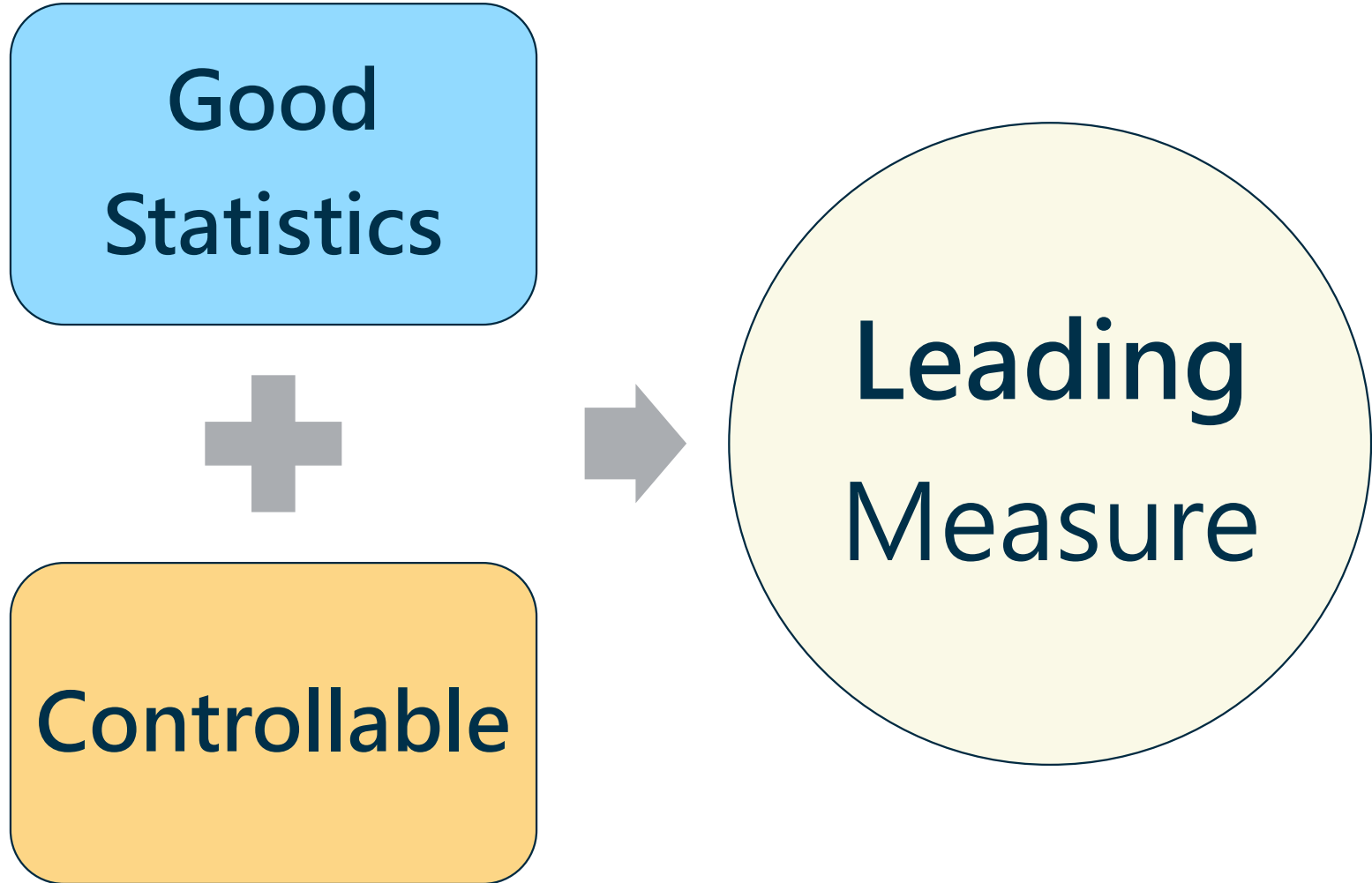
找到好的 통계 데이터

# Picking good Statistics

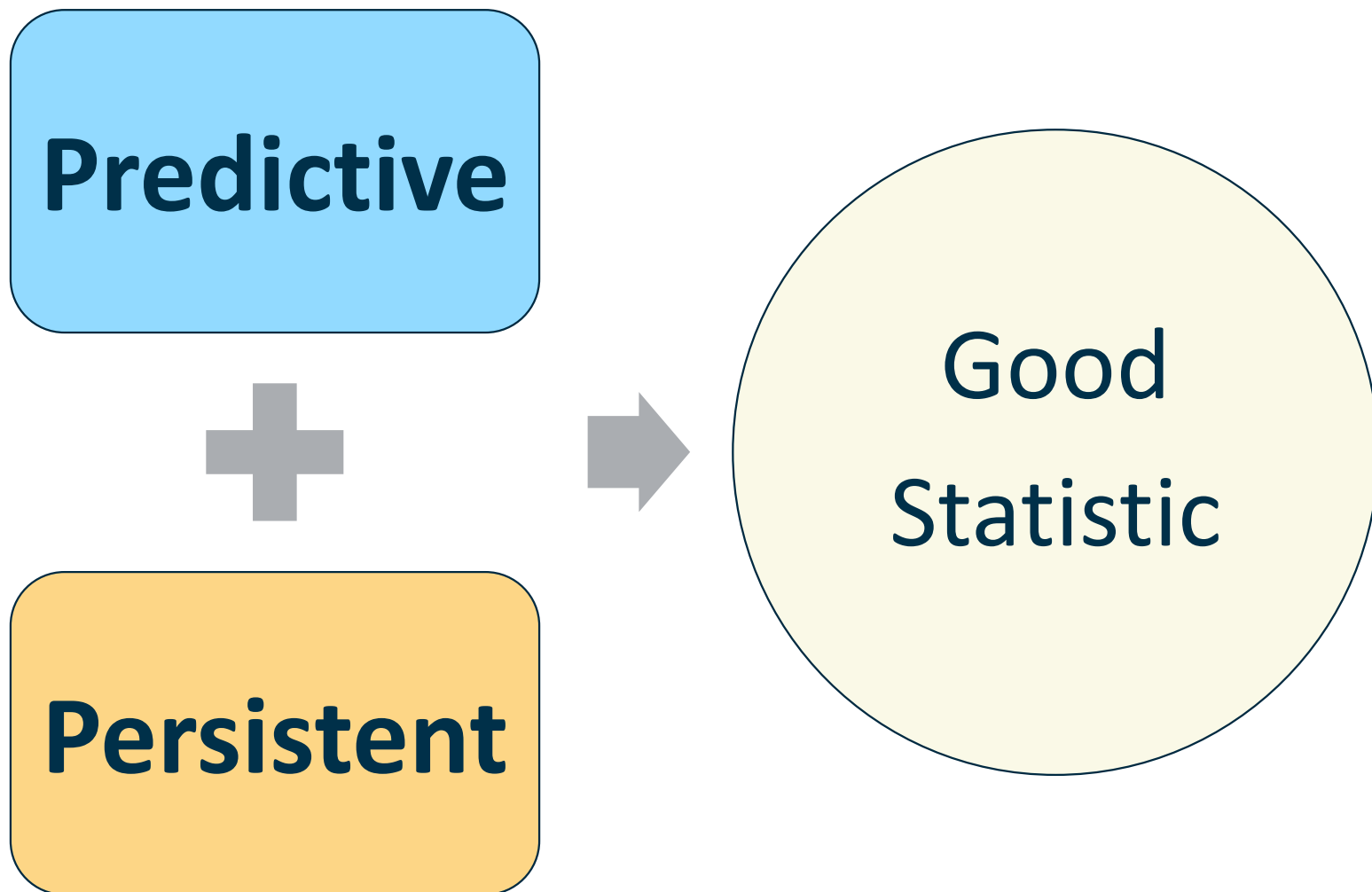
Objective	Define your governing objective. 想要得到的 목표是什么
Theory	Develop a theory of cause and effect to assess presumed drivers of the objective. 因果논리 (要找到) (알려진 인과관계)
Activity	Identify the specific activities that employees can do to help achieve the governing objective. 정의 "특정 행위" KPI 관련
Evaluate	Evaluate your statistics. 계속 평가 데이터对不对

找到好的 통계 Data 之後 創造 Leading Index. ← 可控制的

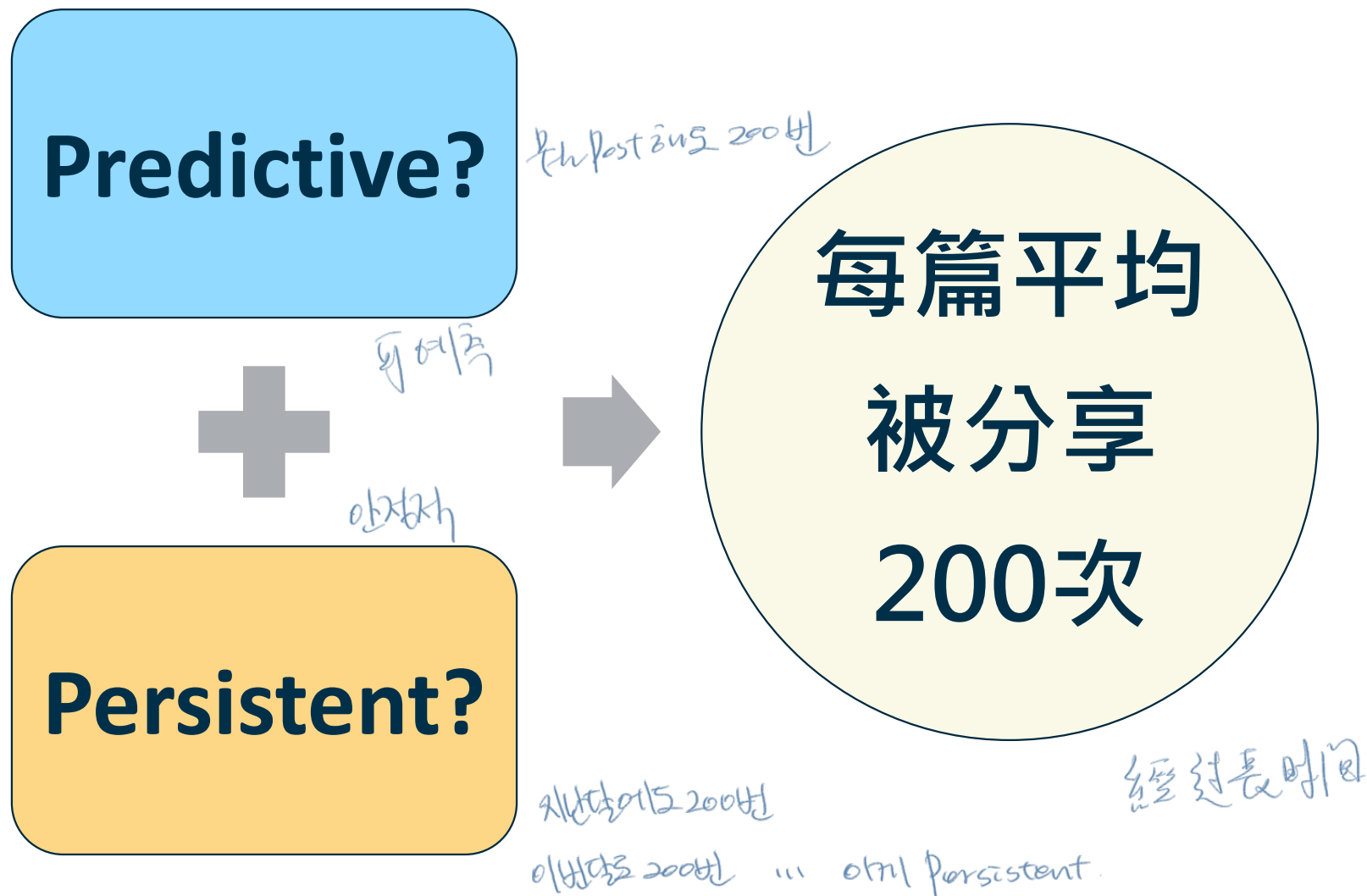
# Leading Measure



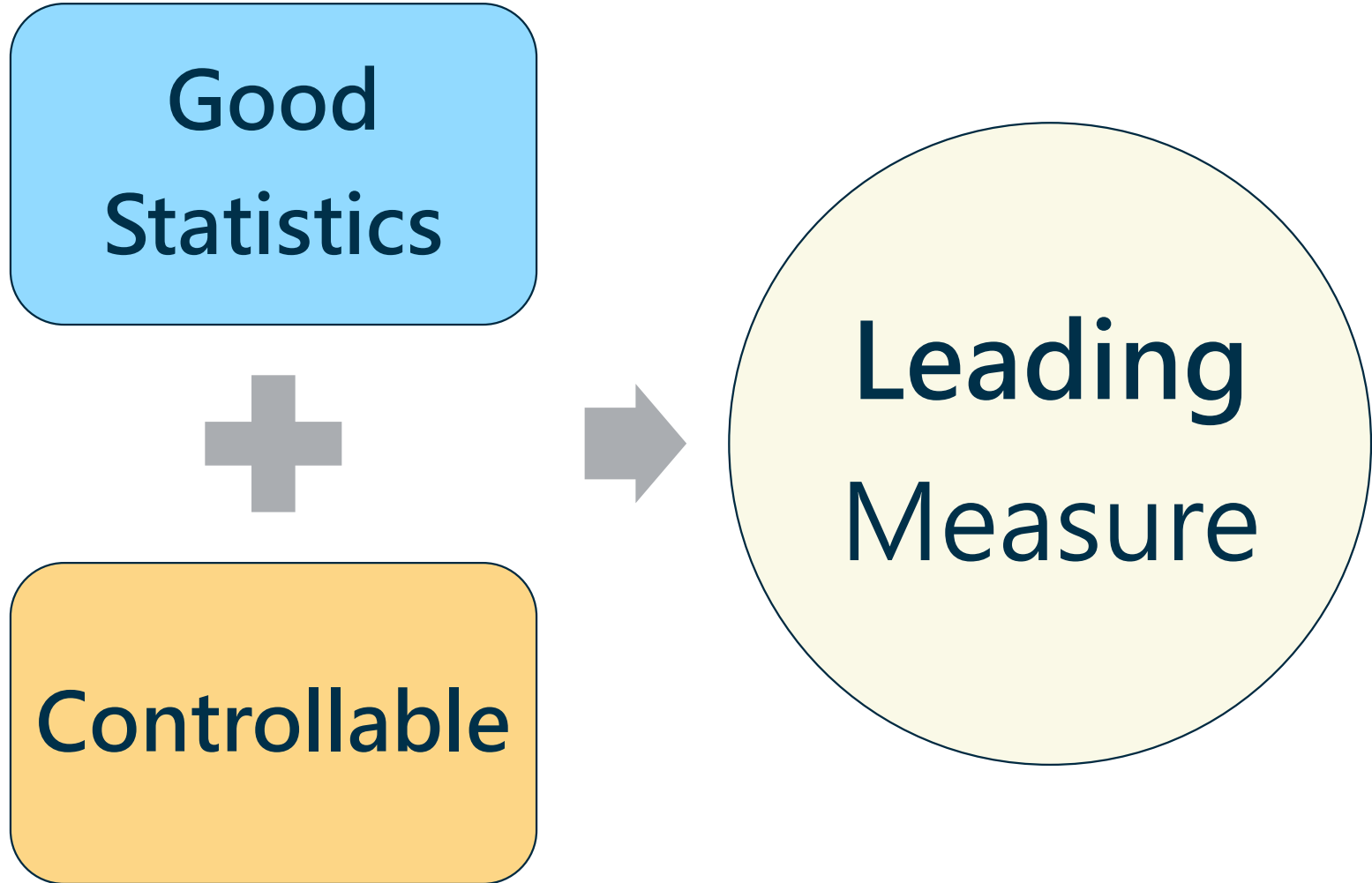
# Good Statistic



# Finding Good Statistic



# Leading Measure



# Finding Good Statistic

每篇平均被  
分享200次



一天可產生5  
篇內容



一天創造  
1000次  
分享

如果我要創造一個 Leading Measure  
→ Controllable.

oh Leading Measure

指標

達到什麼

在別處創造

要Click嗎?

click之後要做什么

Lagging Measure

# Lead Measure

