



What's the difference between metrics, KPIs, and key results?

Type something...

Metrics



A metric is a **system or standard for measurement**.

You can think of metrics as a communication tool,
to help us agree on the same standard.

Metrics are defined by something called **unit value**,
which simply means the quantitative value that a
unit of measurement takes.

KPIs



KPI stands for a **key performance indicator**. This is also a communication tool, but it's used to indicate progress towards your organization's desired business result.

What goes into a KPI?



To craft a KPI, you must have 4 elements:

- **The Business Objective** (desired business result),
- **The Unit of Measure** (the metrics you use to describe the progress towards the result),
- **Current Unit Value** (what value your metric assumes today), and
- **Target Unit Value** (value your metric assumes once you've achieved the desired business result)

Key Results



A Key Result is a measurable outcome required to achieve an Objective. Key results are similar to KPIs except for one fundamental difference - you replace the current unit value with **the starting unit value**.

Starting unit value is the value of your metric assumes **once you begin taking action towards reaching your desired business result.**

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