## Distinguishing Traditional and Dynamic Metrics

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## Traditional and Dynamic Metrics

## **Dynamic Metrics**

- Conveys urgency
- Significant change over a month or less
- Specific actions with significant impact
- Small changes can have big impact
- 3 Seconds!
- 40%
- 20 Seconds or more!

## **Traditional Metrics**

- Impacted by many factors
- Aggregate number