



Bullseye: Hitting Your Strategic Targets Through High-Impact Measurement

By William A. Schiemann

Free Press. Paperback. Book Condition: New. Paperback. 220 pages. Dimensions: 9.4in. x 6.6in. x 0.5in. At last, in this book, the great paradox of measurement is resolved. According to the authors original -- and revealing -- research companies that manage by measurement outperform less disciplined competitors by an average three-year return on investment of 80 percent versus an average ROI of 45 percent. Yet few companies have put in place a disciplined approach for measuring the key nonfinancial, strategic performance areas that are so crucial to a firms success. Bullseye! treats measurement as a key senior-management business issue. The authors explore the role of measurement in adding clarity and specificity to an organizations strategy, and in driving efforts to translate strategy into operational initiatives and business results. Organizational change and measurement experts William Schiemann and John Lingle have written the first book to provide a complete detailed blueprint for implementing a strategic measurement system. To resolve the measurement paradox, they have created as the centerpiece of Bullseye! a detailed case study that describes a four-phase process that will successfully transform any company into a measurement-managed organization. The four phases of this process are: defining a strategic business model, designing measures to...



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