

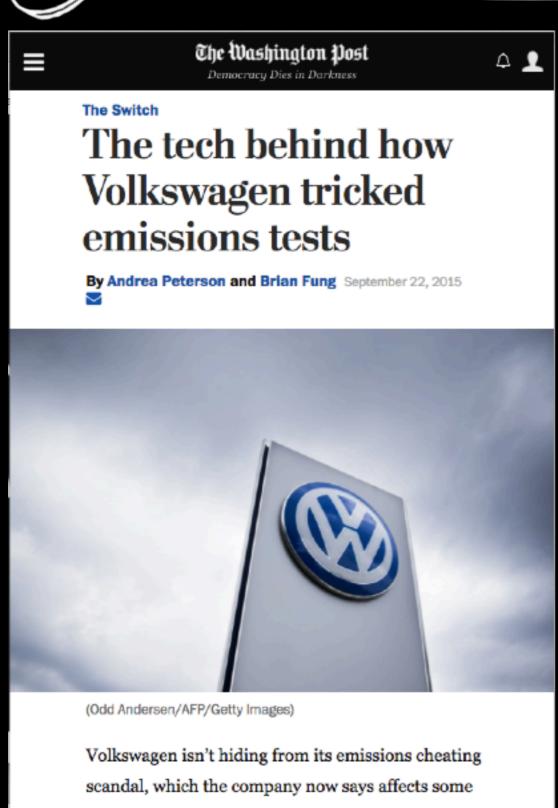
## MOTIVATION

"What gets measured gets improved." -- Peter Drucker

slide from Andreas Orphanides, NCSU Libraries, "It's made of people: designing systems for humans"



## ARE WE SETTING THE RIGHT MEASURES?



11 million diesel cars worldwide.

"By measuring how long the engine was running, the vehicle's speeds, and even seemingly esoteric factors, such as the position of the steering wheel and barometric pressure, Volkswagen vehicles could understand they were being tested and so adjusted their engine performance to pass the tests, according to the EPA."