# Notas KPIs - HBR

To fully appreciate how one KPI affects another it’s necessary to map the relationship between KPIs themselves.

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Setting Measurement Intervals

A measurement interval is the time between readings on a KPI.

Predicting Your Corporate Future Many executive teams see producing a scorecard of KPIs as a dry, dull exercise. Viewed as generating a “bunch of numbers” it most surely is. What they don’t appreciate are the dynamics which exist within any set of KPIs. You expose this by firstly identifying your business’s key stakeholders and then by tracking how one group impacts another. By going deeper and combining the cause-and-effect between KPIs with measurement intervals, you have a golden opportunity to put your finger on the pulse of your organization’s performance. Your scorecard thus becomes a dynamic representation of how your business will prosper.