

Concept

Desirable traits

Metaphor



Metric



Management approach

Accurate (not misleading)
Widely and quickly comprehensible
Facilitates new solutions

Truthful (measures what it purports to)
Precise
Unbiased
Easily measurable
Easily interpretable

Operationable (produces actionable decisions)
Works with clearly defined goals
Conveys tradeoffs clearly
Based on defensible assumptions
Accurate (produces intended consequences)