

## What KPIs Do You Measure In Your Business?

- Clear definitions of KPIs and performance measures are essential for creating and using them effectively.
- People often confuse KPIs with actions, milestones, or employee appraisal criteria - which they are not.
- Online definitions are inconsistent, vague, or conflicting, leading to widespread misunderstanding.
- KPI terminology (e.g. “KPI”, “metric”) is used loosely and inconsistently, making the “key” in KPI almost meaningless.
- A performance measure is a quantification that provides objective evidence of how a performance result is occurring over time.

