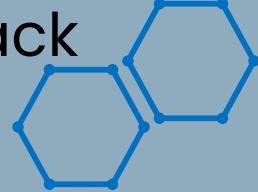


# Metrics That Matter: What to Track (and What to Drop)



## Measure What You Can Influence

If your team can't act on it, it's not your metric. Focus on indicators within your control. Instead of "public satisfaction," track response time or first-contact resolution rate.



## Connect Every Metric to Purpose

Always ask: "What decision will this measure help us make?" Link each KPI to a clear organizational goal. If the connection isn't obvious, it's likely unnecessary.



## Balance Leading and Lagging Indicators

Type	Example	What It Shows
Leading	% of preventive maintenance completed	Predicts future performance
Lagging	Equipment downtime hours	Reflects past results



## Why It Matters

In an era of dashboards and data overload, it's easy to lose sight of what truly drives performance. Meaningful metrics don't just measure activity, they inform decisions and inspire action.



## Fewer, Clearer, Better

The most effective teams track 3-5 KPIs that are simple, visible, and regularly reviewed. More metrics ≠ more insight. It often means more confusion.



## Drop Vanity Metrics

If it doesn't drive a decision, drop it.

- "Emails sent" ≠ engagement
- "Meetings held" ≠ collaboration
- "Reports produced" ≠ impact

 *Quote for Reflection: "The real power of metrics lies not in measurement – but in meaning."*

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