



Key Performance Indicators For Dummies

Bernard Marr

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A complete guide to using KPIs to drive organisational performance

Is your business on track to achieve success? *Key Performance Indicators For Dummies* covers the essential KPIs that are useful to all kinds of businesses, and includes more than 100 different ways leaders can monitor and drive performance in their organisations.

This book helps managers understand the crucial KPIs that should be implemented for all different aspects of the organisation, including financial performance, operational and internal processes, sales and marketing, customer satisfaction and more. Good KPIs should be unique to every business, as every business has different objectives. To meet this need, the book provides tools and templates that leaders can use to develop unique KPIs that best suit their particular organisation or industry.

- Learn to design KPIs that are unique to your business and fit closely to your strategic objectives
- Determine which KPI questions you should be asking to achieve the right insights for your business
- Learn the specific KPIs that are appropriate for different business circumstances
- Turn KPIs into deep insights by mastering related reporting and communications practices

KPIs are a crucial part of every manager's toolkit, and are essential for helping to monitor the execution of business strategies and measure results. *Key Performance Indicators For Dummies* moves beyond a basic discussion of what KPIs are, and why they are needed to provide a complete guide for learning to design and use specific KPIs to drive organisational performance.

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