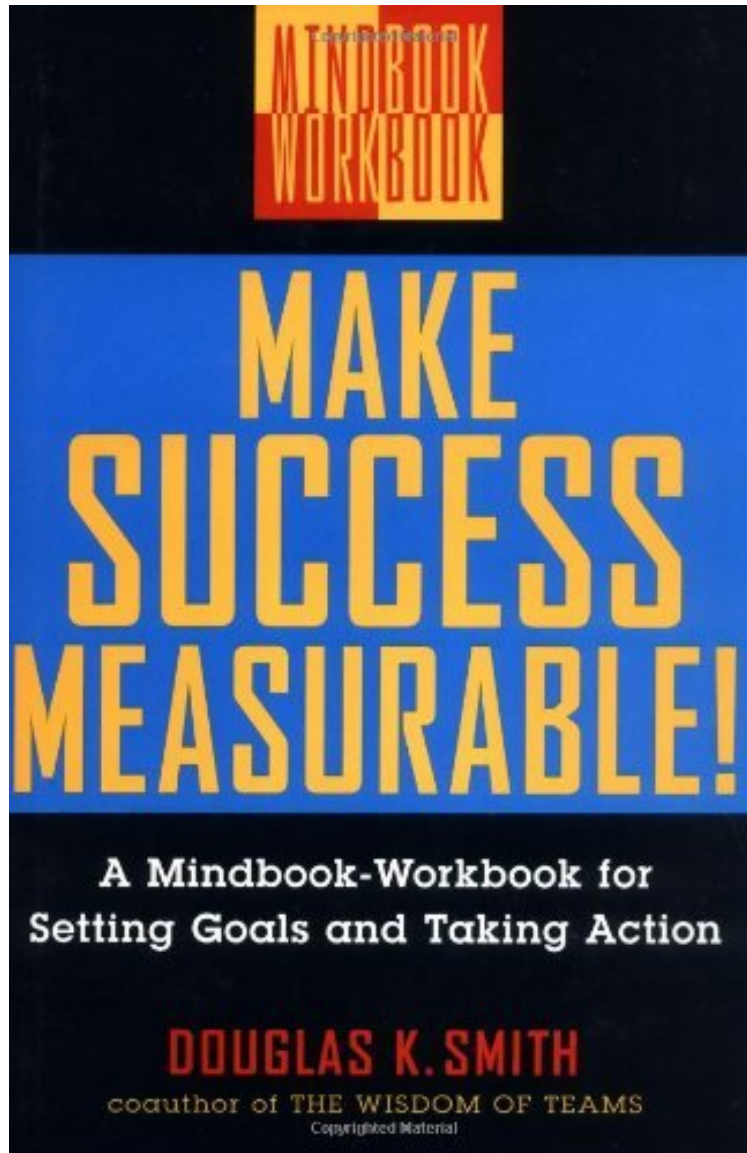


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Make Success Measurable!: A Mindbook-Workbook for Setting Goals and Taking Action

Douglas K. Smith

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has written an excellent book on how to move from activities based planning and have more success through outcome based planning. He starts by sharing how to make your Outcome Goals SMARTer: Specific; Measurable; Aggressive yet Achievable; Relevant and Timebound. "Clear and compelling performance outcomes are the driving force behind teams, not the desire to be a team. Teams that understand the difference between outcomes and activities are teams that are well positioned to learn the discipline needed to perform" (Page 5, Make Success Measurable). I give this book to all my transformational coaching clients as one of the cornerstones for intentional change. Doug Smith shares many additional tools that users can use to better anticipate the obstacles to success and sharing early wins. I keep several copies on my bookshelf. John "Pepper" Bullock 'Helping Leaders Navigate Change' [...]. 1 of 1 people found the following review helpful. New to Measuring Performance...this is your answer! By Brick-by-brick Make success measurable is one of the first books I bought when I was promoted to manage people. Performance management is an integral part of people management. But, how do you measure performance and hence success? This book is an awesome guide on how to measure success - regardless the field you're concerned about. A must read to help you understand what you're trying to measure, general guidelines for measuring - basically a holistic approach for measurement. 1 of 1 people found the following review helpful. promotional advance By dennis j. I will use information for my personal and business activities. Starting my walking exercise and weightlifting program will help me achieve my goals.

"Performance begins with focusing on outcomes instead of activities. In my experience, most people in most organizations most of the time do the reverse. They concentrate their efforts on the pursuit of activities instead of outcomes. As a result, they rarely set or achieve performance results that matter." Today's performance challenges demand outcomes-both financial and nonfinancial-that must simultaneously benefit customers, shareholders, employees, and management. Therein lies a cycle of sustainable performance that functions as a framework to ensure your organization's goals are set, met, and balanced for today's business world. Make Success Measurable! enables you to avoid activity-based goals that can go on indefinitely, and articulate aggressive outcome-based goals that are specific, measurable, achievable, relevant, and time-bound. This is a how-to book, emphasizing outcomes as opposed to actions in setting goals. You'll learn how to: Set goals that matter to customers, shareholders, and funders. Set nonfinancial as well as financial goals and link them together. Understand and use outcome-based goals that support success while avoiding activity-based goals that produce failure. Select and use management disciplines needed to achieve your goals. Smith provides the what's and why's behind today's performance challenges and shows how to convert them into measurable concrete achievements. Using an innovative approach, Smith divides each chapter into an explanatory Mindbook section and a practice Workbook section. The Mindbook sections provide descriptions and explain key concepts, frameworks, tools, and techniques. They seek to build your intellectual understanding of how to set and achieve the performance goals that matter. The Workbook sections include detailed examples and exercises that you and your colleagues can use to practice the concepts, tools, and techniques put forth in the Mindbook section. Workbook exercises allow you to convert understanding into action-and action into results! "Doug Smith's work on performance and measurement has been an invaluable management resource for us. We believe that if you can't measure it, you can't improve it. Thanks to Doug, we can focus on the right measures to drive performance against today's many new and different challenges throughout our enterprise."-Leon Gorman, President, L.L. Bean, Inc. "Make Success Measurable! is a practical and powerful step-by-step guide to setting and achieving the goals we all need to accomplish in a constantly changing and challenging world."-Charles Dolan, Chairman, Cablevision Systems Corporation. "No one writes as clearly about today's key management issues as Doug Smith. Whether you're in a small eCommerce startup or a large, already established organization, the frameworks, tools, techniques, and exercises contained in this book are the only things you'll need to manage the performance that matters to your customers, your people, and your shareholders."-Steve Goldstein, CEO, eChores and former CEO, American Express Bank. "Achieving results that matter-to donors and clients-is the true measure of success for any nonprofit organization. This book provides a thoughtful and extremely practical guide for setting goals and effectively meeting them. It is an absolutely indispensable tool for leaders and a model for good management."-Jenna Dorn, President, National Museum of Health.

From the Inside Flap "Performance begins with focusing on outcomes instead of activities. In my experience, most people in most organizations most of the time do the reverse. They concentrate their efforts on the pursuit of activities instead of outcomes. As a result, they rarely set or achieve performance results that matter." Today's performance challenges demand outcomes-both financial and nonfinancial-that must simultaneously benefit customers, shareholders, employees, and management. Therein lies a cycle of sustainable performance that functions as a framework to ensure your organization's goals are set, met, and balanced for today's business world. Make Success Measurable! enables you to avoid activity-based goals that can go on indefinitely, and articulate aggressive outcome-based goals that are specific, measurable, achievable, relevant, and time-bound. This is a how-to book, emphasizing out-comes as opposed to actions in setting goals. You'll learn how to: * Set goals that matter to customers, share-

holders, and funders * Set nonfinancial as well as financial goals and link them together * Understand and use outcome-based goals that support success while avoiding activity-based goals that produce failure * Select and use management disciplines needed to achieve your goals

Smith provides the what's and why's behind today's performance challenges and shows how to convert them into measurable concrete achievements. Using an innovative approach, Smith divides each chapter into an explanatory Mindbook section and a practice Workbook section. The Mindbook sections provide descriptions and explain key concepts, frameworks, tools, and techniques. They seek to build your intellectual understanding of how to set and achieve the performance goals that matter. The Workbook sections include detailed examples and exercises that you and your colleagues can use to practice the concepts, tools, and techniques put forth in the Mindbook section. Workbook exercises allow you to convert understanding into action-and action into results!

From the Back Cover "Performance begins with focusing on outcomes instead of activities. In my experience, most people in most organizations most of the time do the reverse. They concentrate their efforts on the pursuit of activities instead of outcomes. As a result, they rarely set or achieve performance results that matter." Today's performance challenges demand outcomes-both financial and nonfinancial-that must simultaneously benefit customers, shareholders, employees, and management. Therein lies a cycle of sustainable performance that functions as a framework to ensure your organization's goals are set, met, and balanced for today's business world. Make Success Measurable! enables you to avoid activity-based goals that can go on indefinitely, and articulate aggressive outcome-based goals that are specific, measurable, achievable, relevant, and time-bound. This is a how-to book, emphasizing outcomes as opposed to actions in setting goals. You'll learn how to: Set goals that matter to customers, shareholders, and funders. Set nonfinancial as well as financial goals and link them together. Understand and use outcome-based goals that support success while avoiding activity-based goals that produce failure. Select and use management disciplines needed to achieve your goals. Smith provides the what's and why's behind today's performance challenges and shows how to convert them into measurable concrete achievements. Using an innovative approach, Smith divides each chapter into an explanatory Mindbook section and a practice Workbook section. The Mindbook sections provide descriptions and explain key concepts, frameworks, tools, and techniques. They seek to build your intellectual understanding of how to set and achieve the performance goals that matter. The Workbook sections include detailed examples and exercises that you and your colleagues can use to practice the concepts, tools, and techniques put forth in the Mindbook section. Workbook exercises allow you to convert understanding into action-and action into results!

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About the Author DOUGLAS K. SMITH is an internationally recognized author and consultant on organization performance, innovation, and change. He is coauthor of The Wisdom of Teams and author of Taking Charge of Change. His work on teams and organizational performance has been featured in Business Week, the Wall Street Journal, the New York Times, the Harvard Business , and the McKinsey Quarterly.