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Measuring What Matters helps by connecting an up-to-date, curated list of data collection methods (each linked to reliable and respected organisations, published guidance and resources) with a simple set of questions, making sure you always find the right way to collect data and measure impact when evaluating your activities.

Measuring What Matters (a thinking tool) □ Co-production ...

Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships. Author: Katie Delahaye Paine. Narrator: Vanessa Hart. Unabridged: 7 hr 27 min Format: Digital Audiobook Publisher: Gildan Audio. Published: 07/20/2020 Genre: Business & Economics - Customer Relations. Includes: Bonus PDF

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In Measure What Matters, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

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Measure What Matters is about using Objectives and Key Results (OKRs), a revolutionary approach to goal-setting, to make tough choices in business. In 1999, legendary venture capitalist John Doerr i The revolutionary movement behind the explosive growth of Intel, Google, Amazon and Uber.

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