

1 day workshop. May 20 2009. 71-73 Great Peter Street London.

Meaningful Measurement

What gets measured gets managed, but decisions based on poor measurement damage performance and jeopardise survival.

In turbulent times accurate understanding of performance and the effect of actions is critical for effective management. Yet often management's view is obscured and decision making too often reduced to guesswork and hope.

Using a mixture of interactive scenarios and insightful examples., delegates will explore topics including:-

- ◆ The Measurement Fog—identifying measures that matter.
- ◆ Deciphering the message behind the message
- ◆ Misleading probabilities and assumptions
- ◆ Seeing a complete picture.
- ◆ When good performance appears bad, and bad appears good.
- ◆ The trouble with trends.

The focus throughout is on understanding performance and its management. Delegates will acquire powerful techniques to clarify understanding of their own business and better direct decisions.

1 day interactive workshop. Cost only £275 +VAT
May 20 2009. 71-73 Great Peter Street, London.



Steve Unwin is internationally respected for his ability to stimulate, entertain and share insights. A passionate and creative communicator he draws on a wide range of sources and experience to create challenging, fun learning environments.

Steve is author of seven books and his more interesting recent appearances include Tehran, Nepal, Khartoum, Prague, Belgrade as well as UK venues.

The Masterclass Approach.

In turbulent times, rather than fixed answers we need the ability to create new solutions and continuously re-create them as circumstances change.

Every delegate will leave the masterclass with solutions for today and with understanding, insights and the tools to meet the challenges of tomorrow.



Free Book!

Reserve your place by March 13 and receive a complimentary copy of Steve's new book 'Myths of Measurement' Publication date.

June 1st 2009.

(Provisional book cover design.)

Publication date may be subject to change.)

For information and to book ☎ 020 8405 5064 📖 accesstoexcellence.co.uk