



Apt Metrics, Astute Measures. A Strategic Approach to Performance Management.

Roland Siebelink

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Apt Metrics, Astute Measures. A Strategic Approach to Performance Management. Roland Siebelink Distinguishing between differentiating factors and non differentiating factors lies at the root of successful performance management, and ties it closely to the strategy. In this new, strategic approach to performance management, Roland Siebelink argues that the mission of the proactive strategist, performance manager or project portfolio manager is to take away resources from non differentiating areas that just allow the business to play, and to reinvest resources in differentiating areas that allow the business to win. Proactive performance managers can help increase the performance of business units by helping business unit management think through their business model and their priorities. Performance managers are well placed to ensure that a strategy is explicitly defined and that it makes explicit choices. This ensures that the right strategy leads to the right measurements, the right projects and ultimately the right results to build sustainable superiority.

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