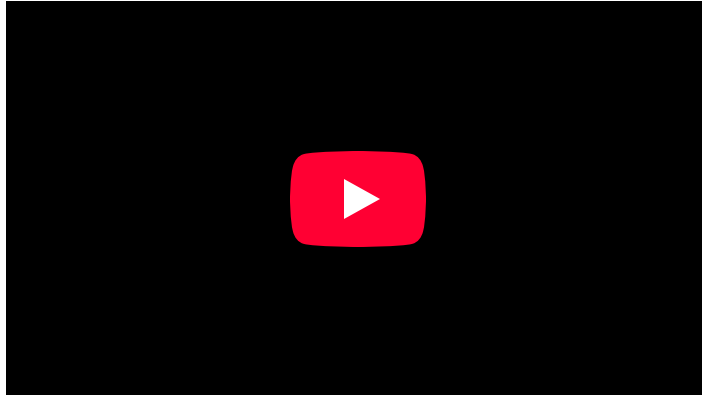


2.7: Measuring Performance

Measuring the Effectiveness of Strategies

To know how effective our strategies are, we need to measure performance. First, watch this 5:16 video about measuring performance:



Then, read the following article (and watch the embedded video) that discusses how organizations measure performance using key performance indicators (KPIs): [Key Performance Indicator](#)(opens in new window)

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