

The Toyota Engagement Equation

A 260-page, full-color book that will help you: STOP REACTING TO NOISE. START RESPONDING TO SIGNALS. Measures of Success shows business leaders how. A PRACTICAL GUIDE FOR HOW TO MANAGE YOUR METRICS Organizations depend on metrics for their business. Question is, are they helping people do the right things? Or, encouraging them to overreact to every uptick, downturn, and change? In other words, reacting to noise. Noise is present in every metric. But, it's our reaction to noise that causes waste and stress. Too often, people don't recognize this. Like feeling stuck on a rollercoaster you no longer enjoy. We do and explain things that don't help us improve. At the cost of doing things that do. No need to be jittery about every change in a metric. Not by a long shot. Measures of Success shows a better way to chart and manage your metrics, in any organization or setting. For your business processes and activities, you need to know what's working, what's not, and what to change. And why. Then, you can determine what to stop doing, what to start doing, what to keep doing. So you can... Jump off the metrics rollercoaster, by responding to signals. Systematically. Sustainably. Learn how to identify meaningful signals in a metric. To respond just right. Or perhaps, not at all. You'll learn how with methods easy to understand, making it obvious what activities to do next. Loads of vivid stories and clear examples from healthcare, software companies, and more. With compelling case studies from the news and personal lives, too. "What gets measured gets managed." We've all heard that. But did you ever learn how to manage a metric? This ain't about gaming the system or fudging the numbers. This is about delivering real value, understood by everyone, and proven with data. Learn a better way to manage your measures. WHO IS MEASURES OF SUCCESS FOR? EXECUTIVES AND LEADERS...in healthcare, manufacturing, and services. Who know what to measure, and are now ready to learn how to manage those measurements. And... WILLING TO... Challenge and change the way things are done today Motivate workers to think and do them better tomorrow Coach people, versus telling them what to do Be responsible for results, not hold others accountable Encourage people to collaborate, not compete Help people sleep better at night because they're improving their work during the day TO BE CLEAR Measures of Success is not for leaders who'd rather give orders. Then, blame others when things go south. That whole hit the target or else thing... won't create real change, nor real value. But that ain't you, right? AFTER READING MEASURES OF SUCCESS ...you'll be able to answer three critical questions for your business. Are we achieving our target? And, how often? Occasionally? Consistently? Are we improving? And, can we predict our future performance? How do we improve? And, when do we react? When do we ignore? When do we improve? ...AND HOW CAN WE PROVE WE'RE IMPROVING? How would you feel if you could answer these questions for your business? Measures of Success shows you how. PROCESS BEHAVIOR CHARTS This book teaches you a proven method for filtering out noise, so we can identify signals. This means we waste less time chasing our tail and more time responding to signals that really matter, heading off small problems before they become big, or showing that we've boosted performance in significant and sustainable ways.

SPECIAL INTRODUCTORY PRICING: Enjoy first-week pricing of \$18.95 on paperback books! Regular retail pricing of \$23.95 becomes effective on July 22nd. It all began with the initial chance meeting of this book's author, Katie Anderson, and the book's subject, Isao Yoshino. She was an American leadership coach and consultant in her mid-career, with a newfound love of Japanese culture. He was an accomplished Japanese people-centered leader at the end of his corporate career, with a lifelong love for American culture and 40 years of inside experience with the Toyota Way. During the next five years, Anderson and Yoshino spent countless hours learning from each other, reflecting on the past, and envisioning the future. The resulting book - written by Anderson and focused on the profound lessons offered by her

methods and insights for achieving clarity to unleash potential, innovate at higher levels, and solve the problems that matter to deliver outstanding business results.

Both a visionary road map and practical guide, this book will help leaders:

- Identify and communicate the organization’s true purpose
- Set achievable priorities
- Deliver greater customer value through more efficient processes

- Provide greater transparency about true versus assumed performance
- Build strong problem-solving and critical thinking capabilities throughout the organization

- Develop personal clarity to be a more direct, purposeful, and successful leader

Eliminating ambiguity is the first step for leaders and organizations to achieve strategic goals. Learn how to gain the clarity needed to make better decisions, lead more effectively, and boost organizational performance. When it comes to leading an outstanding organization, every great leader needs Clarity First.

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