

# Performance Measurement

Performance measurement has a potentially significant impact on shareholder value. Measures currently used and rewarded can actually destroy value. Our diagnostic process sets out to validate the impact of various measures on shareholder value.

Valid performance measures are not only those that are shown to impact shareholder value, but are also those the executive can impact, understand, receive feedback on and ultimately be rewarded for achieving.

At the most senior level it is critical that the performance measures be not only valid but also accepted. In many companies this is straightforward provided there is agreement on short and longer-term corporate strategies.

[Contact us](#) for data, surveys, analyses, modelling, design and implementation of valid executive performance measures.