

“Measuring Results”

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“Measuring Results”, for many, has become a lost art. But first, a comment on “effort vs. results” is appropriate.

Nowadays, too many folks enter the workforce with the false belief that ‘making a reasonably good effort’ is sufficient to retain a position of employment. Most are products (victims) of the ‘social promotion’ philosophy embraced by the elementary and secondary schools attended so they do not get a serious dose of life’s realities until they come face-to-face with a private industry employer (or a college professor).

Suddenly, without any warning, “results delivered” become the coin of the realm and ‘how hard one tried’ means nothing whatsoever.

Once the reality of a ‘results oriented’ employee-employer relationship has been established, folks staying on shake off any tendency to let the mind wander and become much more attentive. They remain more alert. They become much more interested in their own ‘accomplishments’ and lose all interest in the efforts expended to achieve them.

OK, now that the need for actual results has been established, let’s discuss ‘measuring them’. “Measuring Results” is more easily done when results can be objectively identified and compared to those previously agreed upon as meeting the expected requirements. Thus, results that are expressed in dollars, gallons, pounds, ounces, truck loads, boxcar loads, train loads; hours, days, weeks or months to achieve; and so forth are easily measured.

Results which do not lend themselves to objective measurement are difficult to even identify, much less to measure. Example: Improved personal relationships. How would those be measured? Might the people attesting to same have a hidden agenda buried within the assessment voiced?

Folks who want to keep clear their responsibilities, objectives, goals, and results delivered will favor positions where the work activity lends itself to objective measurement. Others who are not so inclined (i.e. politicians) tend to prefer positions where their results are more subjectively measured if they are measured at all.

jrm.04.17.06