



ESB231 Business Metrics

The purpose of this course is to teach participants how to drive their business results by developing and using the appropriate business performance metrics. Participants will find these metrics essential to shaping the behaviors of individuals at all levels of their company in order to achieve outstanding business results. Benchmarking metrics, business dashboard tools, and Return on Investment (ROI) are key topics presented in this course. Anyone interested in improving a company's financial and operational performance should attend this course.

At the conclusion of this course, participants should be able to:

- Describe how performance and the measurement of performance are related
- Use key strategies to measure business performance
- Develop an executive dashboard
- Calculate ROI and alternative strategies

Prerequisite: ESB131