Plan

4) define metrics

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Define **success metrics** (anticipated outcomes)

Example

Image: Freepik.com

1) **Success metrics**

   Our success metrics are < … >

2) **Key results (KR) for the success metrics:**

   Our key results (KR) for the success metrics are < ... >

3) **Project failure**

   Our project is deemed a failure if < … >

1) Success metrics
   Our success metrics are
   < reduced operating costs & reduced downtime >

2) Key results (KR) for the success metrics:
   Our key results (KR) for the success metrics are
   < 20% less labor costs and a reduction of downtime by 10% >

3) Project failure
   Our project is deemed a failure if
   < we only reduce operating costs by 15% or have a downtime reduction of 5% >

Source: Google Developers (2020)

Backup

Some initial thoughts

Heuristic

Think about a scenario where you need to deliver the product tomorrow, and you can’t use AI. What heuristics would you use? What would you do?

If we didn't use ML, we would < … >

The Oracle Test

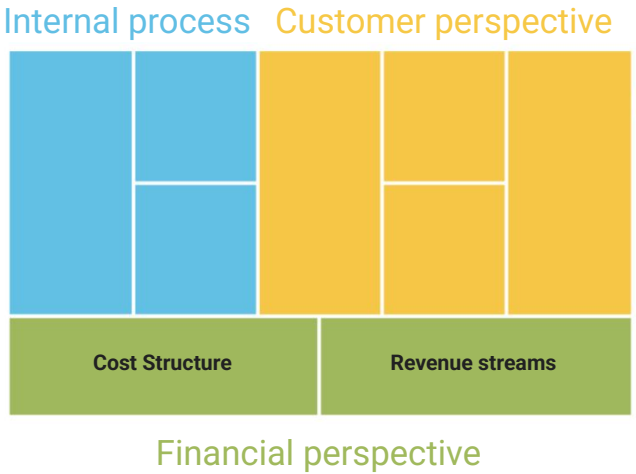
Assume you always had the correct answer. What would you be willing to spend for this perfect information from a model?

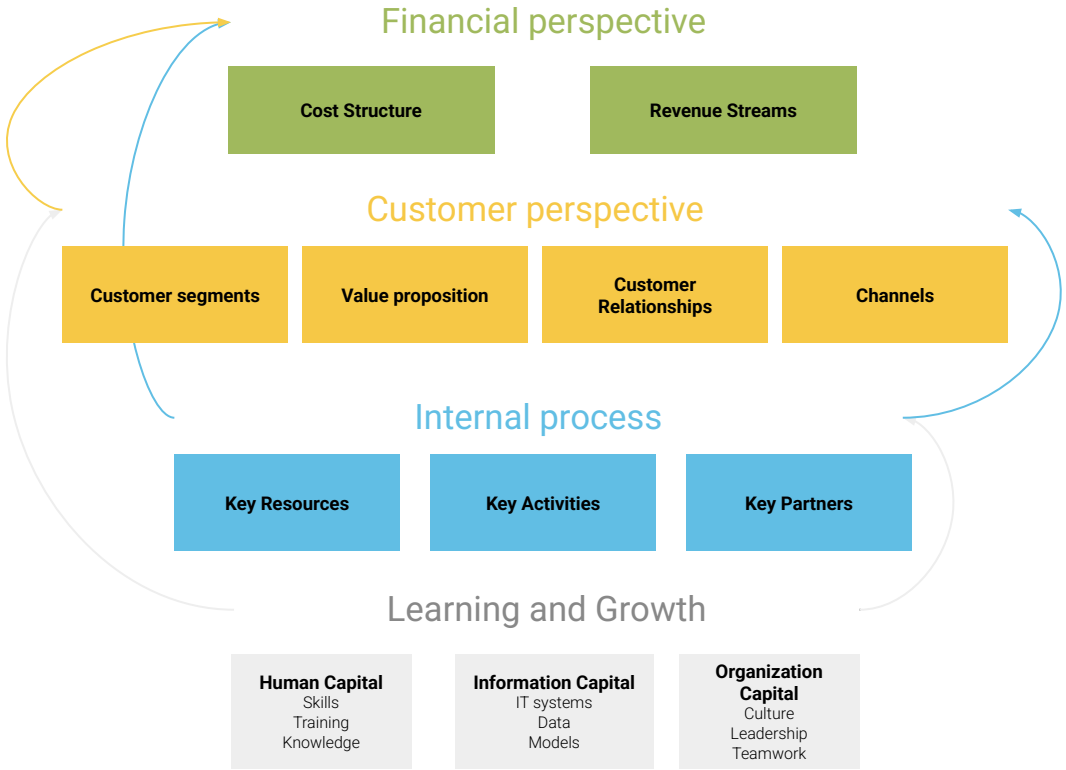
If we could obtain perfect information, we would be willing to spend < … >

Source: Google Developers (2020)

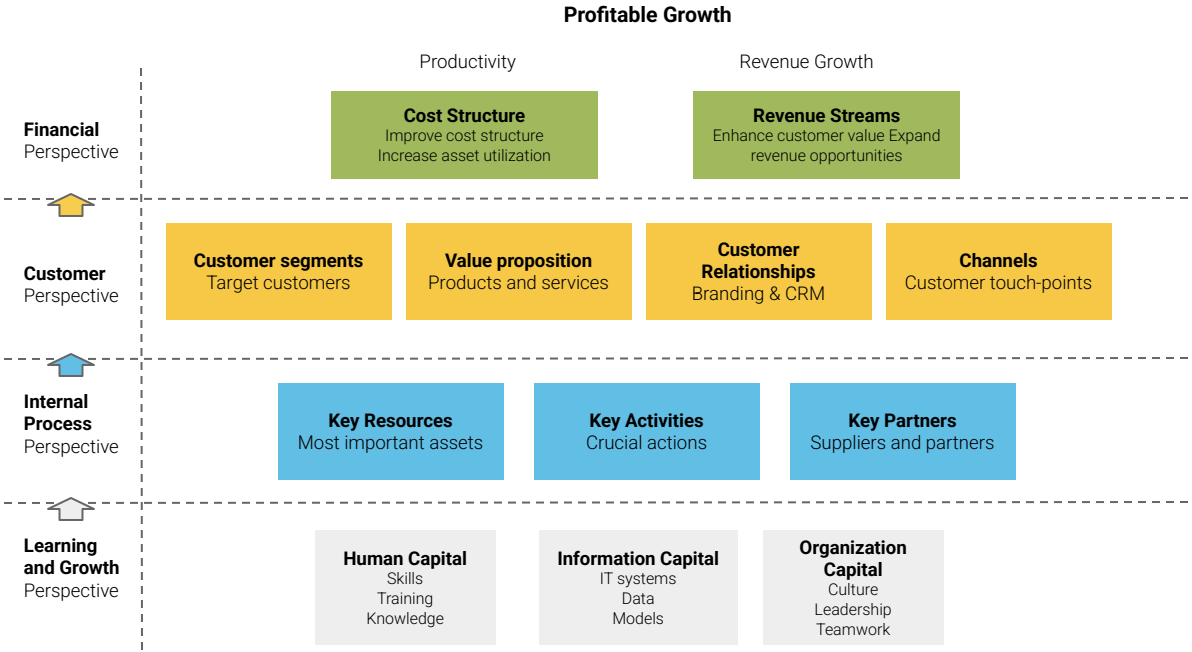
Strategy Mapping

Learning and growth is the basis





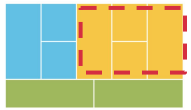
Source: Osterwalder & Pigneur (2010)

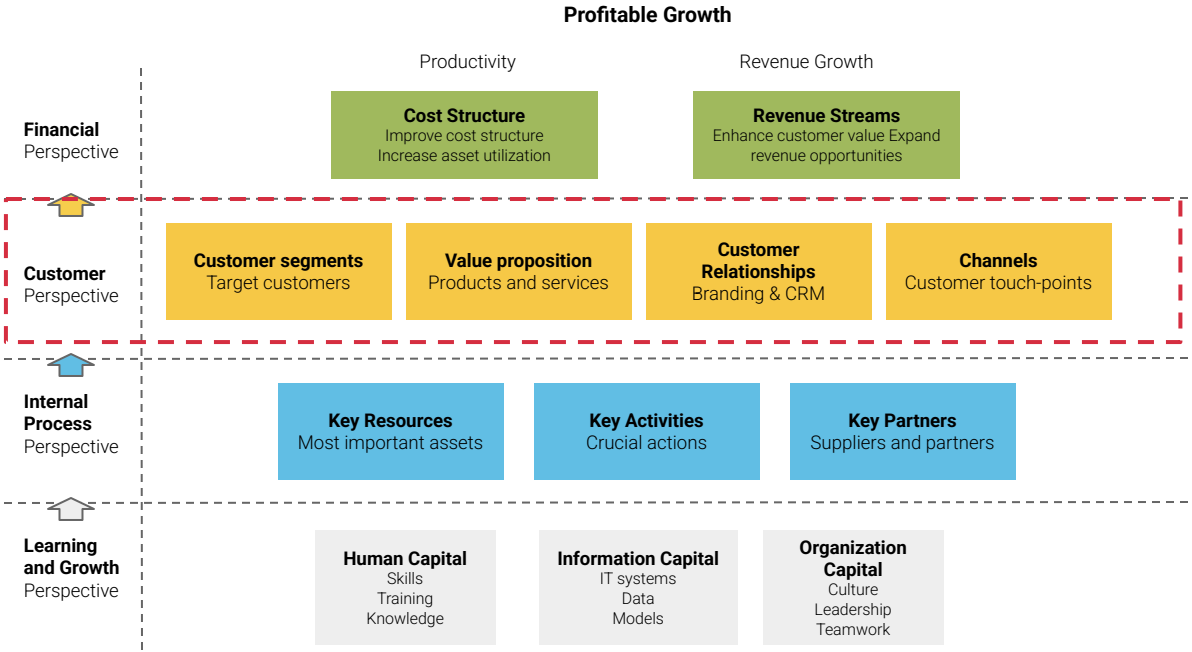


Strategy Map

Source: Adapted from Kaplan, R. S. & Norton, D. P. (2004). Measuring the Strategic Readiness of Intangible Assets. Harvard Business Review, February

Example

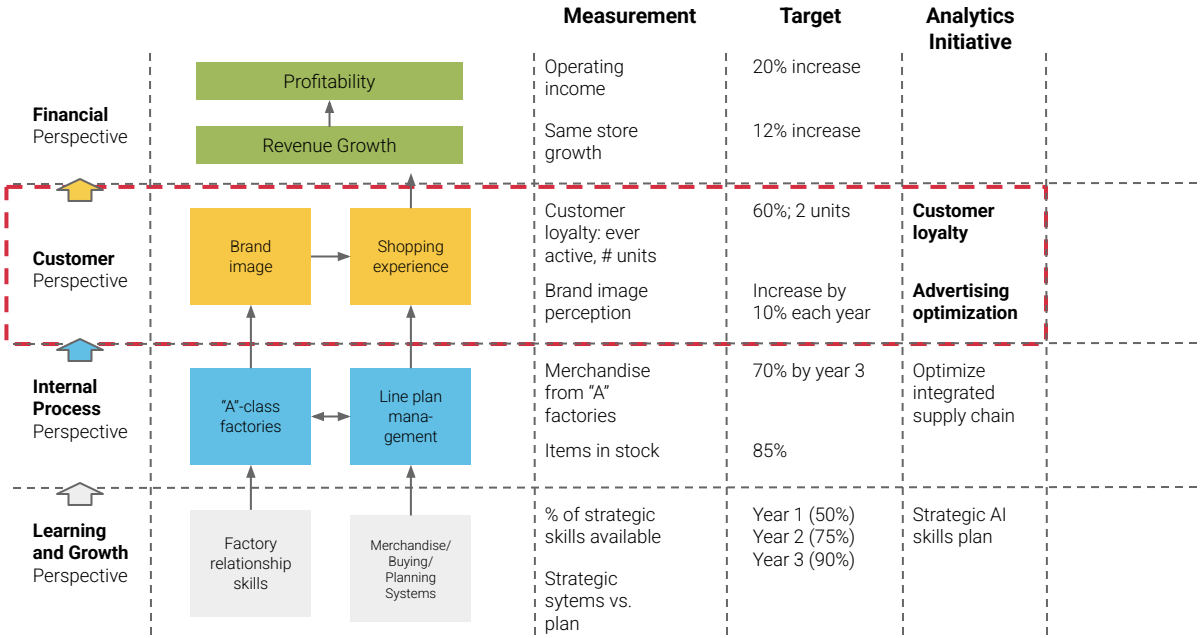


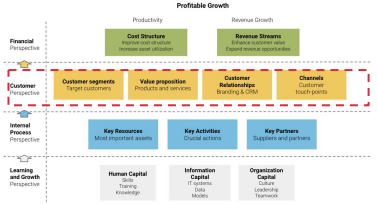


Customer perspective

Source: Adapted from Kaplan, R. S. & Norton, D. P. (2004). Measuring the Strategic Readiness of Intangible Assets. Harvard Business Review, February

Example





Customer perspective

Source: Adapted from Quelle: Kaplan, R. S. & Norton, D. P. (2001). The Strategy Focused Organisation. Harvard Business School Publishing Corporation.