

Busting KPI Myths to Avoid "The Performance Trap"



Tuesday, June 22, 2021, 12:00 PM to 1:00 PM PST



KPIs are critical to every organization, but in a sea of KPIs to choose from, how do you know which ones will have the greatest impact on your organization?

Selecting the right KPIs is itself a journey. While there are always table stakes KPIs that every organization in a given industry needs to track, companies need to figure out what custom KPIs harness the data needed to both help determine success and help with strategy and tactical decisions. This journey begins with a deep evaluation of a company's value streams, and ends with a set of KPIs that in turn, may need to be modified over time as new challenges and opportunities emerge.

Successful Boards and Executives have figured out both the importance of and the dynamic nature of the most valuable KPIs at each stage of a company's growth.

Join Pat Turpin, CPG board member and advisor, founder and former President of Popchips, Vice President of Costco; and Peter Huh, Capital Brands/NutriBullet CIO/CTO, and other industry veterans as they discuss how to determine the right KPIs for each organization.

AGENDA

Open
Henry Park

Busting KPI Myths with Boards and Execs

The corporate world is changing rapidly. Savvy executives are learning that in every corner of their organization, the old ways of doing business and measuring success no longer work. In this panel discussion, you will discover how these C-Suite Executives determined that most organizations are focusing on the wrong KPIs and falling into a “Performance Trap.” Learn what new paradigms they implemented to properly position their companies for this new competitive environment.

Closing
Henry Park
Q&A and Wrap-up

Panelists



Patrick J. Turpin
CPG Board Member and Advisor
Experience: President and co-founder of Popchips, Inc., former Vice President of Costco



Peter Huh
**CIO/CTO of Capital Brands/
NutriBullet**
Experience: former CTO/CIO Quest Nutrition, Vimation, and others



Bob Van Dusen
Executive Partner
Experience: Global Head of Technology and Security at Blizzard Entertainment and The Honest Company, and others



David Lapeze
VP Technology
Experience: CTO at United Talent Agency, Director of Technology, Ziffren Brittenham, LLP



Henry Park
Executive Partner & CEO
Experience: Finance, M&A, 20 yrs IT industry



Session qualifies for 1 CPE credit

For more information

Professor Jerry Z. Muller calls the current approach of many organizations to tracking performance “metric fixation.” He shares some vivid examples of how even non-monetary rewards can lead to undesired outcomes. Read about some of the ways that KPI failures happen, and how to avoid them in the articles below.



Five Features Of Successful Value Streams

A "value stream" is often defined as the process that creates a product or service your customers are willing to pay for. This definition, while technically accurate, is too vague. That's a problem because getting value streams wrong can cause long-lasting and far-reaching damage for your organization. On the other hand, getting it right can help you stay competitive. [Read more...](#)



Bad KPIs: Why Does Misuse Happen and How Avoid It

As with any other business tool, Key Performance Indicators have disadvantages, one of them is a possible misuse of KPIs. You set up some good metrics, but soon you find out that your employees have found a way to game the system. [Read more..](#)



The mistakes companies make when setting KPIs

Key performance indicators (KPIs) can guide your business towards making the best decisions for better sales and productivity. They help you to measure and understand how your business is progressing, with the end result enabling you to evaluate your success through quantitative results. [Read more...](#)



The Emerging Market Category Of Value Stream Management

By now, everyone knows the stories of Myspace and Facebook. Myspace was the first big name in social media, and while ultimately it may not have survived, it laid the foundation for Facebook and other social media platforms that followed. Despite being a pioneer, Myspace didn't know what it had. [Read more...](#)

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Pandoblox a leading digital business consulting and technology development company focused on software development, cloud architectures and enterprise applications. We understand your organization is not myopic departments or platforms, but hyperopic ecosystems that live & thrive together.

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