

# Choosing Metrics

Business & Management

What makes a metric useful, and the ways they get gamed.

*The properties of a metric worth tracking.*

## Good metrics

**Tied to a decision**

**Leading, not only lagging**

**Owned by someone**

**Hard to game**

**Measured consistently**

## Failure modes

Goodhart's law — it stops being a good measure once targeted

**Vanity metrics that only go up**

Measuring what is easy, not what matters

**Too many to act on**

## Balance

**Pair quantity with quality**

**Pair speed with error rate**

**Pair cost with satisfaction**

**Goodhart's law: when a measure becomes a target, it ceases to be a good measure. Pair every metric with its counterweight.**