

Functions and criteria

Different functions act; criteria judge with evidence.

FOUR FUNCTIONS

FINANCE

Check spend and budget; no return assumed.

HUMAN RESOURCES

Coordinate staffing and training.

MARKETING / COMMS

Make truthful service promises.

OPERATIONS

Deliver and improve the work process.

FOUR DECISION CRITERIA

EFFECTIVENESS

Does the stated goal appear to be met?

EFFICIENCY

How are resources used for the goal?

COMPETITIVENESS

Need comparable market evidence.

STAKEHOLDER SATISFACTION

Need relevant feedback, not an assumption.