

## Bright IDEAS: Measure for Success



The Measurement, Analysis, and Knowledge Management Baldrige category is the 'brain center' for the alignment of your organization's operations with its strategic objectives, and is the primary source of competitive advantage and growth.

To support your organization's planning and performance improvement efforts, periodically examine your organization's selection, management and use of information. Ensure that the data you collect guides you toward the achievement of key organizational results and strategic objectives, and helps you to anticipate and respond to rapid or unexpected changes. And, don't collect data for the sake of collecting data...be sure you use what you collect!

Take a look at how your organization ensures the quality and availability of needed information, software and hardware. Then, find out how your organization builds and manages its knowledge assets. The overall objective is to improve organizational efficiency and effectiveness, and to stimulate innovation.

Our [Capability Snapshot](#) product can provide you a simple way to collect and analyze meaningful data. To learn more, [contact us](#) today!

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