

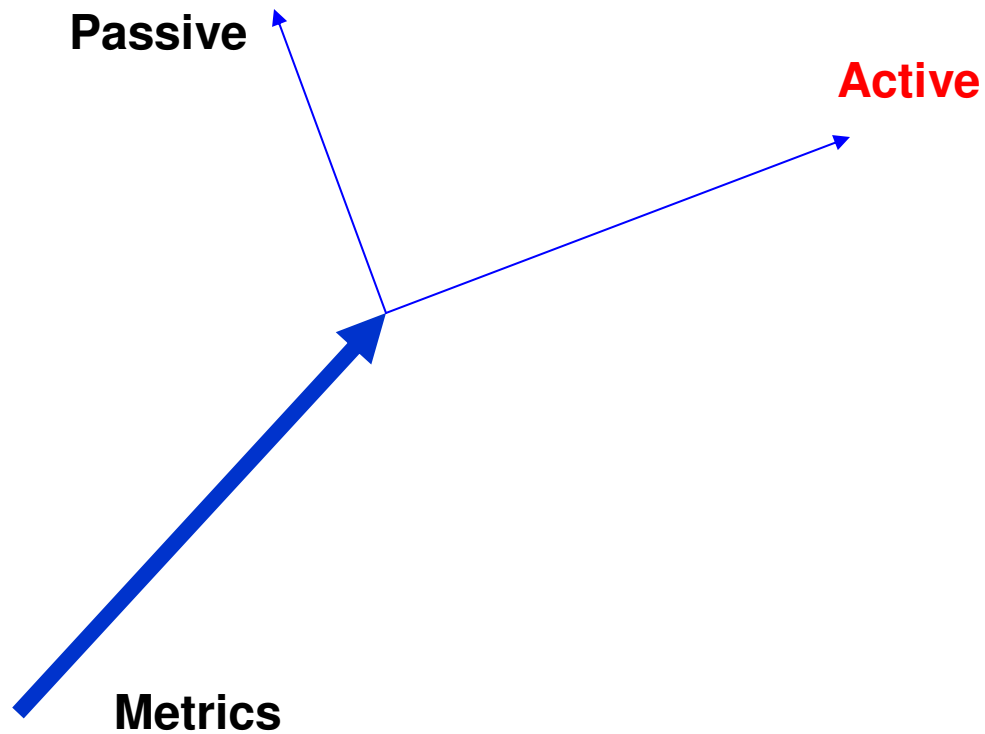
NAS Performance Metrics: Begin with the End in Mind

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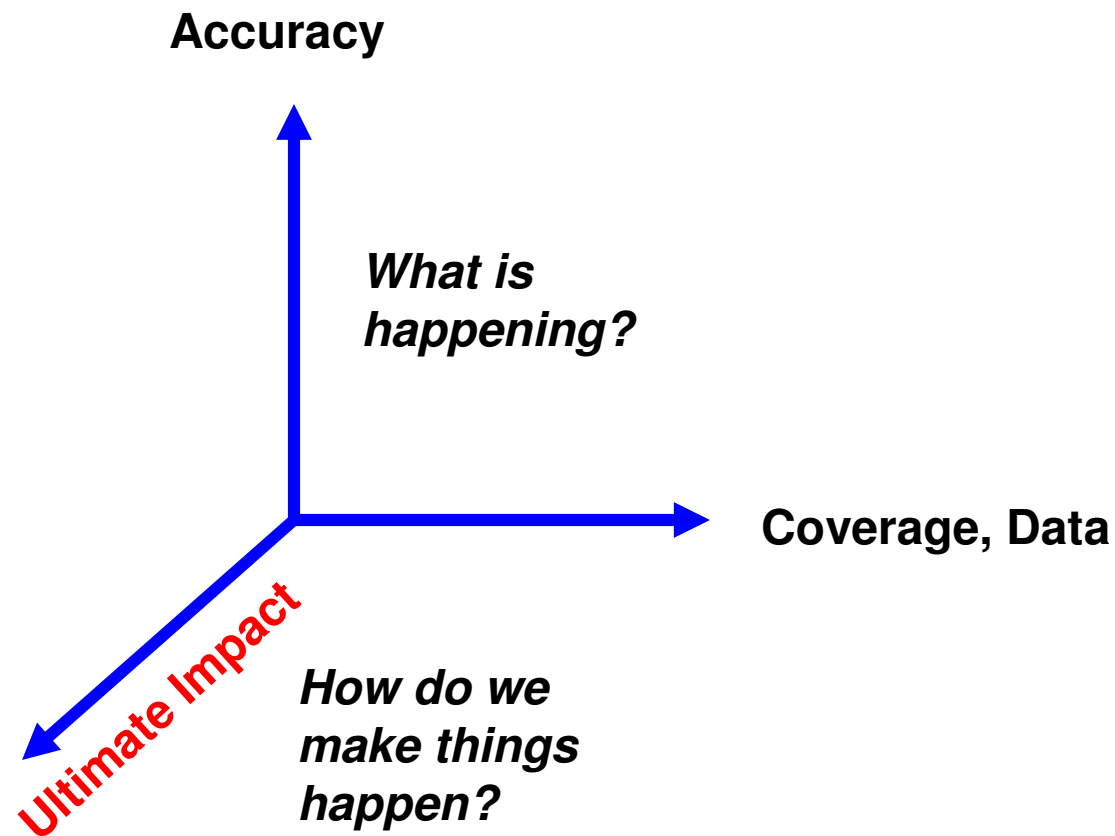
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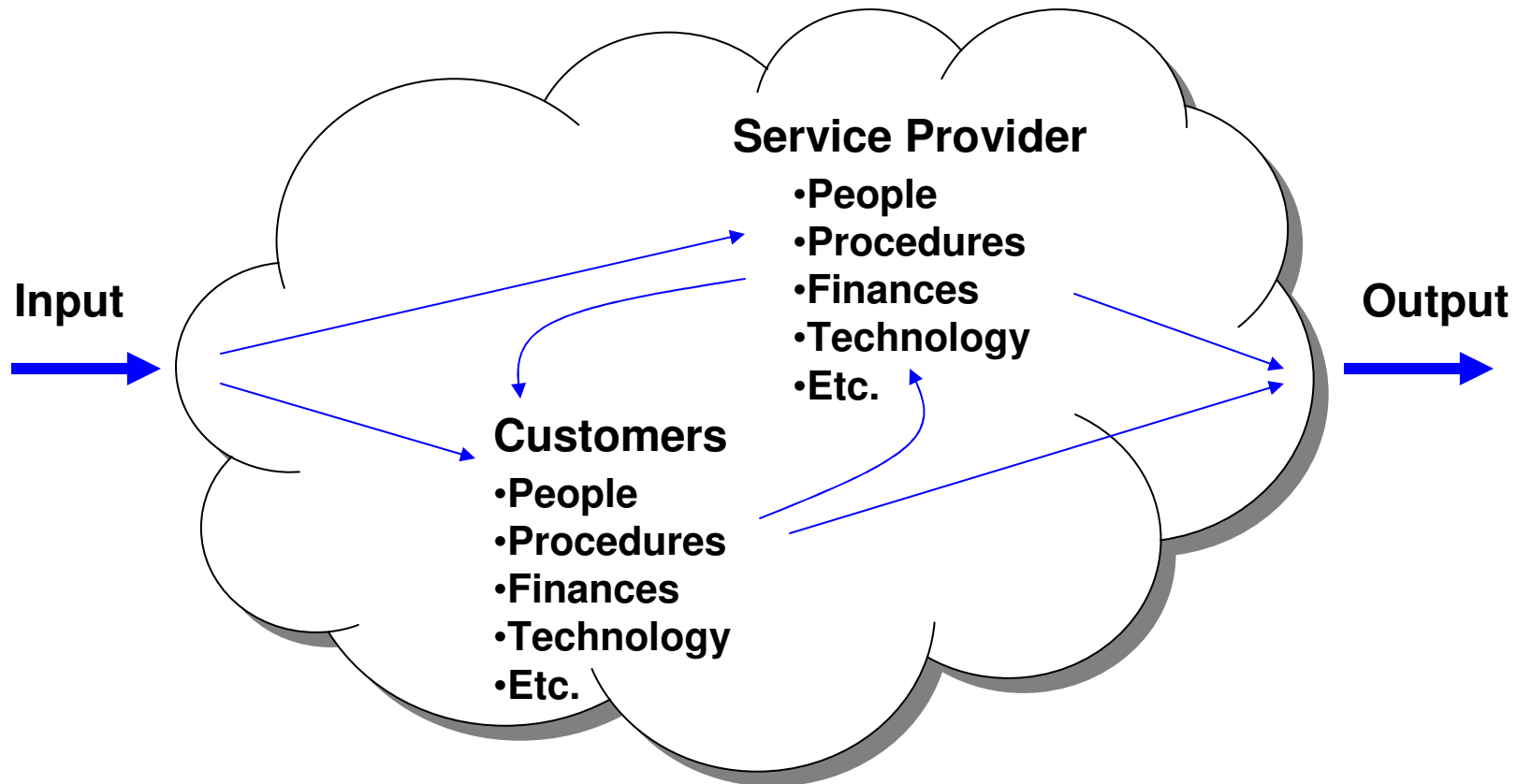
Metrics Taxonomy



Metrics Space

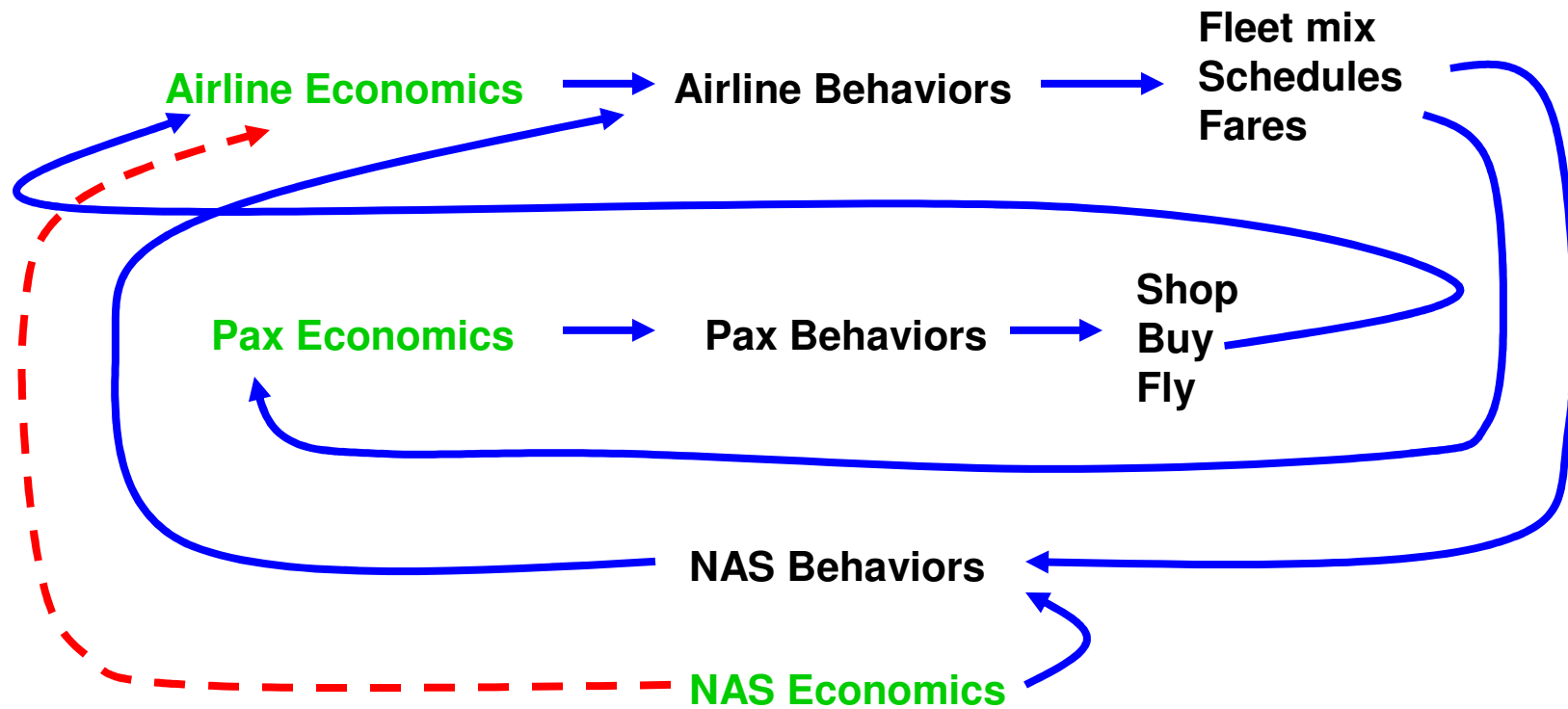


Understanding Underlying Mechanisms



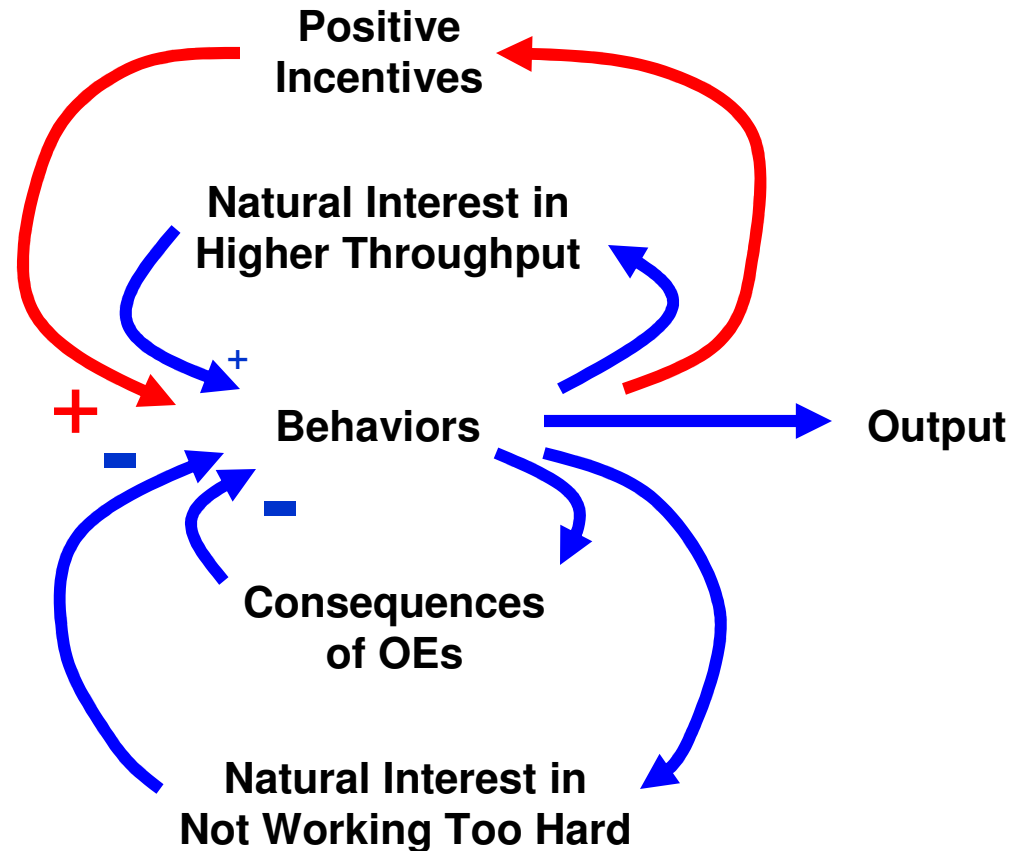
Must be willing to address complexity of stakeholder interests and behaviors

Connecting Everybody's Economics



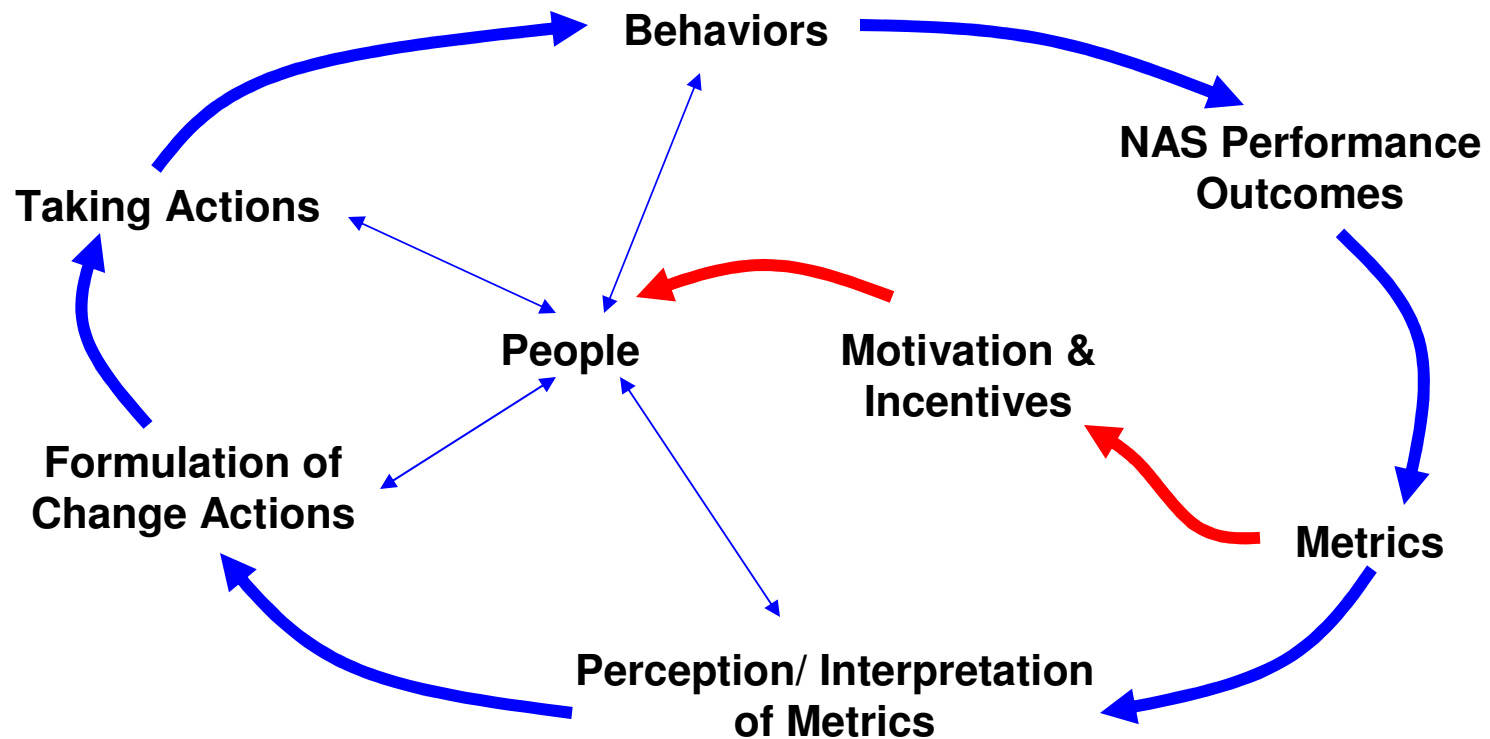
You folks in aviation are encouraging the inefficient consumption of valuable, limited resources. – Vernon Smith, 1st NEXTOR Wye River Conf.

Writing the Rules of the Game



Need to address safety and efficiency – together. Consider adding incentives.

Psychology of Change



Metrics: could be much more than just measures

Begin with the End in Mind



- ➔ Think “active” metrics
- ➔ Tackle complexity of stakeholder interests and motivations
- ➔ Integrate metrics and everything else ultimately needed to achieve improved performance
 - Include human perception, interpretation, action formulation, and action. Think “human element” and the psychology of metrics.
 - Close critical feedback loops; think “economic signaling.” Think “cash bar”; connect consumption and payment for consumption.
 - Deliberately address safety and efficiency -- together
 - Reward desired behaviors; think “motivation” and “incentives”