



Rule No. 26 —Define it. Measure it. Achieve it.

Vague goals don't move organizations forward —clear objectives do.

This rule reminds executives that without defining what success looks like and establishing the right metrics, progress is merely hope in disguise.

Define the outcome. Tie it to measurable key results. Then hold the line until it's achieved.

The Hard Truth

What gets measured gets managed. What gets ignored gets worse.

A goal without a metric is just a wish. You cannot manage what you are not measuring.

If you can't tell me exactly how you'll know when you've won, you haven't defined winning.

Get specific or accept that you're running on hope.

Ask Yourself —

What exactly are we trying to achieve and is it specific enough to be measured?

Who owns each result and how often are we reviewing progress?

Action Steps —

This Week's Edge: Replace One Vague Goal with a Measurable Commitment

This week, choose one important objective your team is actively pursuing. Not five. Just one.

Write it on a whiteboard or shared document and answer these four questions:

1. What is the objective? (One clear sentence.)
2. How will we know we've achieved it? (List 2–3 measurable key results.)
3. Who owns each key result? (One owner per result.)
4. When will we review our progress? (Put the date on the calendar.)

Now test it.

Ask three people on your team to explain the objective and how success will be measured.

If you get three different answers, your objective isn't clear enough.

Your edge this week isn't creating more goals.

It's bringing greater clarity to the goals you already have.

Complete this sentence before the week ends:

"By _____, we will achieve _____, measured by _____, _____, and _____."

The moment everyone can define success the same way, execution becomes far easier.

Clarity is a competitive advantage.

Too many leaders confuse motion with momentum.

Teams get busy, meetings pile up, and everyone feels like they're "doing a lot"—but no one can clearly define what success actually looks like. That's a leadership failure.

This rule draws a hard line: If you can't define the outcome and measure progress, you can't expect to achieve it.

The best organizations operate with relentless clarity, on objectives, metrics, and ownership.

Everything else is a distraction.

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Practice the principles.



Recommended Reading —



Measure What Matters, by John Doerr

"Ideas are easy. Execution is everything. And it takes a team to win."

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 18

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...