

Metrics for Team Success: Measuring Business Impact

Move beyond surface-level metrics to truly understand impact and nurture high-performance teams. Help teams choose the right metrics for their context, connect daily work to business outcomes, and clearly demonstrate value using both quantitative and qualitative data.



On-demand

Duration:
2 hours

Credential:
Microcredential

Languages:
English



Who it's for

- Agile practitioners interpreting and communicating performance data
- Product owners, scrum masters, and delivery leaders
- Agile coaches and transformation leaders
- Professionals responsible for stakeholder reporting and transparency
- Teams seeking to align metrics with business impact
- Organizations applying data-informed decision-making



Why it matters for enterprises

Organizations rely on metrics to guide decisions, but poorly chosen measures can obscure value and misdirect effort. Metrics for Team Success: Measuring Business Impact helps teams cut through data overload by selecting metrics that reflect real progress and business outcomes. By combining quantitative and qualitative data and applying a clear value-chain perspective, organizations gain sharper insight, stronger stakeholder alignment, and greater confidence in data-informed decisions.



Key learning outcomes

- Differentiate metrics by scope, context, and purpose
- Distinguish between leading and lagging indicators in agile environments
- Connect activities to outcomes and business impact using the Metrics Value Chain
- Combine quantitative data with qualitative insights for deeper understanding
- Use metrics for analysis, monitoring, motivation, and prediction
- Justify a coherent system of metrics tailored to team and project goals
- Leverage AI responsibly to support aggregation, analysis, and forecasting

Course modules

1. Classifying Agile Metrics
2. Enriching Metrics with Qualitative Indicators

3. The Purpose of Agile Metrics

"My experience with Scrum Alliance was excellent from start to finish."

— Scrum Alliance member

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