To Track and Project Performance Change you Need Count, Count Time, Change Time, and Standard Change Charts*

Og Lindsley**

Tracking, managing, and projecting performance is clear once you get its dimensions straight. Every performance can be counted, has a count time, and a time over which it changes. These are three common dimensions of performance change. To compare the rates of change in different performances you must track what they have in common.

**Count**
- Every performance you can think of you can count.
- Tracking count alone is not enough.
- Tracking performance with only a count is like tracking area with only length.

**Count time**
- Count time (from start to stop of counting) is just as important as the count.
- A count without a time is not only meaningless, it is dangerous when compared with another performance count whose time is also unknown.

**Performance**
- The count divided by the count time gives us frequency.
- Frequency is the only universal performance measure.
- Human performance spreads from 1 count a day to over 300 a minute.
- Performance has two dimensions: its Count and the Count Time.
- Any two performance frequencies can be compared (anxiety attacks with new product user complaints).

**Change time**
- Performance frequencies change over the Change time.
- Precision Teachers have tracked classroom learning for over 30 years using Count per day per week - the three dimensions of performance change.
- The technical term for this change in performance frequency is Celeration.

**Standard Change Chart**
- Performance frequencies change and vary by multiplying and dividing.
- Therefore, they require multiply scale charts for straight line projection.
- When the charts have standard slopes, the rate of change is learned and projections in both high and low frequencies can be easily seen.
- Computer charting programs stretch the data cloud to fill the view space as we were taught in school. We call these stretch to fill default charts.
- All Standard Change Charts have constant slopes (times 2 corner to corner).
- The technical term for a Standard Change Chart is Standard Celeration Chart.
- The attached sheets compare three different performance change data sets on both add and multiply scale default charts with their Standard Change Charts.


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Apple Computer, Inc.
Annual US Domestic, Foreign, and Net sales in dollars from annual reports to stockholders.

- Domestic Sales
- Foreign Sales
- Net Sales

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In panel "Perspectives on the Temporal Dimensions of Performance," ISPI Conference, Anaheim, CA 18 April 97

Data sets from Apple Computer Annual Reports.

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Charted by: Steve Graf, Standard Celeration Society

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World & Region

- World Terror Incidents
- Latin America Terror Incidents
- Europe Terror Incidents
- Asia Terror Incidents
- Sub-Saharan Africa Terror Incidents
- Mid-East & N.Africa Terror Incidents
- North America Terror Incidents

16 years in 7 regions = 112 data points
P Learning Inc. is a small 32 employee corporation which does 2 to 3 million a year manufacturing and distributing adult learning materials. P Learning’s two major product lines are P sales and T sales.