

KEY METRICS AND THEIR ROLE IN EVALUATING BUSINESS SCALING EFFECTIVENESS

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The process of scaling a business is a crucial component of strategic development in modern companies, as it facilitates competitive market advantages and increases market share. Success in this process requires effective assessment tools to determine the feasibility and direction of business expansion. One such tool involves performance metrics, including OKRs (Objectives and Key Results), financial, and non-financial indicators. These metrics provide both an internal assessment of company progress and an external evaluation of its market position, which is critically important within the context of a rapidly evolving competitive environment.

The OKR methodology is a results-driven goal-setting system focused on achieving measurable outcomes. Using OKRs facilitates transparent conditions for teamwork, increases accountability, and enhances employee engagement. This approach not only supports the attainment of strategic goals but also integrates various departments into a unified development process within the company. The implementation of OKRs helps maintain high flexibility amid dynamic market changes, contributing to sustainable development [9]. For long-term resilience and success in scaling, a balanced approach to financial and non-financial indicators is also essential. The Balanced Scorecard (BSC) is one of the most popular tools in strategic management, allowing the integration of financial and non-financial metrics to provide a clear view of the company's overall condition. Using BSC enables companies to concentrate on key aspects, such as customer satisfaction, optimization of internal processes, and organizational culture development, which in turn contribute to enhancing business efficiency and creating additional customer value [12].

Financial metrics, including profitability, sales volume, and income, remain central performance indicators. However, non-financial indicators such as innovation, adaptability, and customer satisfaction are increasingly pivotal for corporate growth. This is especially evident in rapidly changing

industries where innovation and swift adaptation to new conditions determine business competitiveness. In research grounded in the Resource-Based View (RBV) theory, it is noted that innovation acts as a mediator in the impact of adaptability on performance outcomes, thereby improving business metrics [11]. Thus, adaptability and innovation emerge as critical aspects for the long-term scalability of a business.

The use of integrated approaches, such as OKRs and BSC, enables effective business management that considers both internal processes and external market requirements. This is particularly important in an increasingly complex market environment, where various influential factors must be accounted for, such as shifting consumer preferences, rapid technological advancements, and intensifying competition. In companies with an aggressive market strategy, the application of OKRs has demonstrated that this approach facilitates the alignment of short-term operational objectives with long-term vision, thereby enhancing productivity and increasing employee engagement in achieving company goals [10].

Thus, research findings indicate that a combination of financial and non-financial indicators, including those through OKRs and BSC, provides a comprehensive approach to business performance evaluation, aiding companies in achieving success in scaling. Effective use of these tools enables not only stable financial results but also lays a foundation for long-term development and competitiveness in the market.

References.

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