



Hochschule für  
Wirtschaft und Recht Berlin  
Berlin School of Economics and Law

## Purpose Management

- 1) Please have a look at the two FT articles on Moodle.
- 2) What is the topic of both articles? What is the dilemma at hand?
- 3) How do you position yourself in this debate?
- 4) Look at two competitors and compare the KPIs of the last three years. Is the respective definition of the KPI comparable among the companies?
- 5) What are KPIs to measure effective Leadership & effective Sustainability practice?

Total prep time: 40 minutes. Please prepare a presentation with up to four content slides. Each group will have up to five minutes for presentation.

# EXERCISE

Performance Management

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