

Measure engineering through outcomes.

Build a balanced engineering scorecard for value, velocity, quality, and trust.

What the workshop produces

Leave with artifacts ready for the first operating cycle.

01

Metrics Inventory

What is measured and why

02

Signal Inventory

Actionable, supporting, noise

03

Outcome Map

Metric → Decision → Outcome

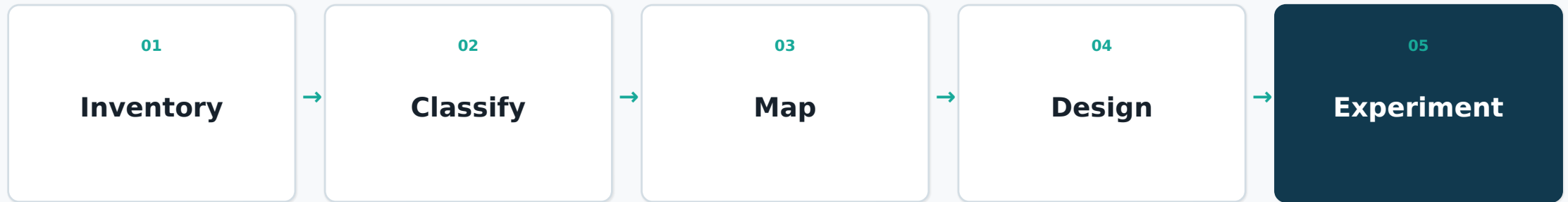
04

ODE Scorecard

Value, velocity, quality, trust

From information to action

Each stage must inform the next decision.



The ODE scorecard

A balanced view prevents throughput from becoming the definition of success.

VALUE

Did meaningful outcomes improve?

VELOCITY

How quickly did learning and value move?

QUALITY

Can value be sustained?

TRUST

Can stakeholders depend on engineering?

EXERCISE 1

VALUE

Did meaningful outcomes improve?

PROMPTS

- What do we measure?
- What decision does it support?
- What behavior could it distort?
- What evidence is missing?

WORKBOOK OUTPUT

VALUE Canvas

Observation
Interpretation
Evidence gap
Decision supported
Next action

VELOCITY

How quickly did learning and value move?

PROMPTS

- What do we measure?
- What decision does it support?
- What behavior could it distort?
- What evidence is missing?

WORKBOOK OUTPUT

VELOCITY Canvas

Observation
Interpretation
Evidence gap
Decision supported
Next action

EXERCISE 3

QUALITY

Can value be sustained?

PROMPTS

- What do we measure?
- What decision does it support?
- What behavior could it distort?
- What evidence is missing?

WORKBOOK OUTPUT

QUALITY Canvas

Observation
Interpretation
Evidence gap
Decision supported
Next action

TRUST

Can stakeholders depend on engineering?

PROMPTS

- What do we measure?
- What decision does it support?
- What behavior could it distort?
- What evidence is missing?

WORKBOOK OUTPUT

TRUST Canvas

Observation
Interpretation
Evidence gap
Decision supported
Next action

90-Day ODE Experiment

Name the owner, evidence, boundary, and review point.

Change	What becomes different?
Evidence	What changes confidence?
Owner	Who is accountable?
Review	When will a decision be made?