



Painting by Paul Leone

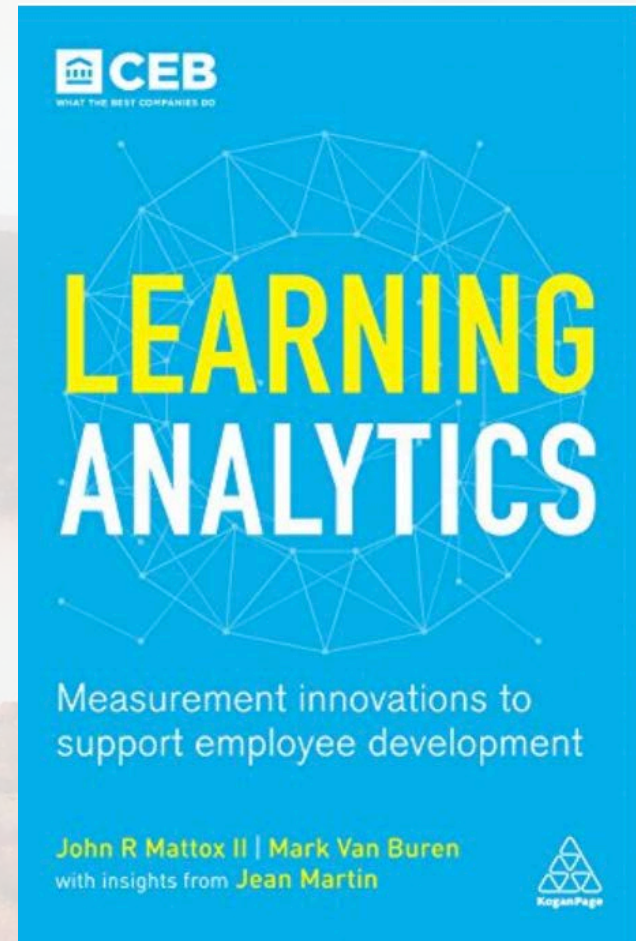
# The Future of Measurement

What's Next?



**John Mattox, Ph.D.**

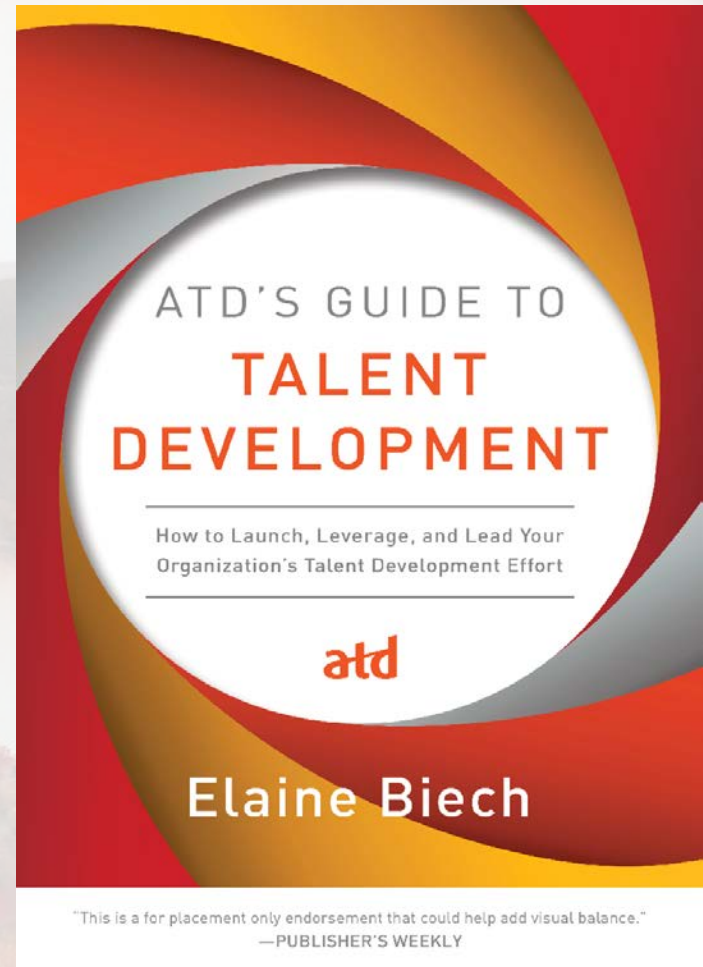
Managing Consultant, Talent Solutions  
CEB now Gartner

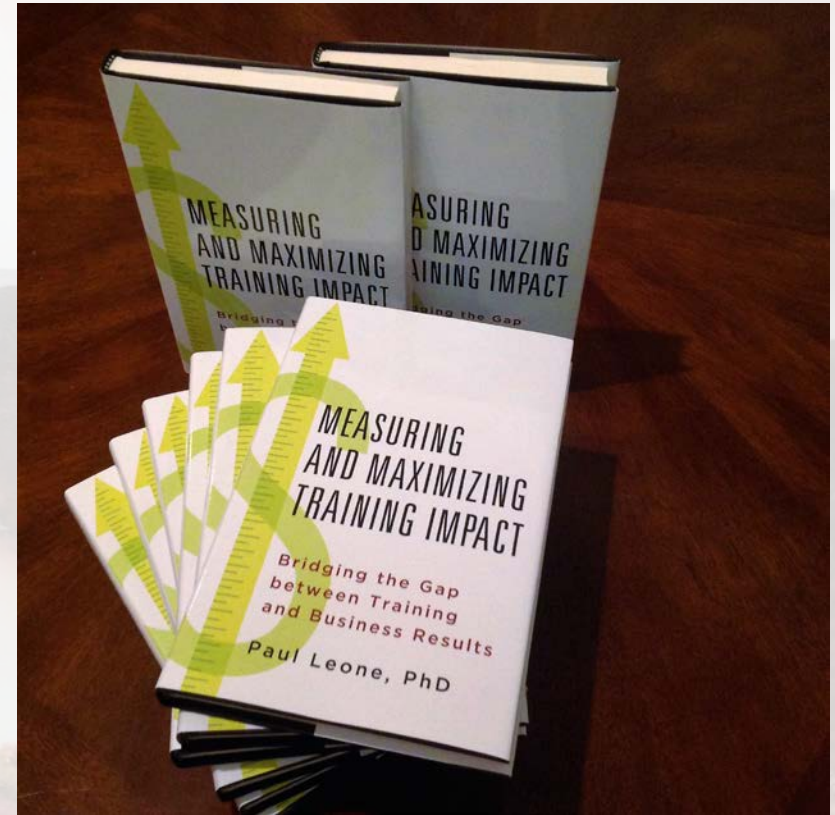




## Lorrie Lykins

Managing Editor and Research Director  
Institute for Corporate Productivity (i4cp)





## **Paul Leone, Ph.D.**

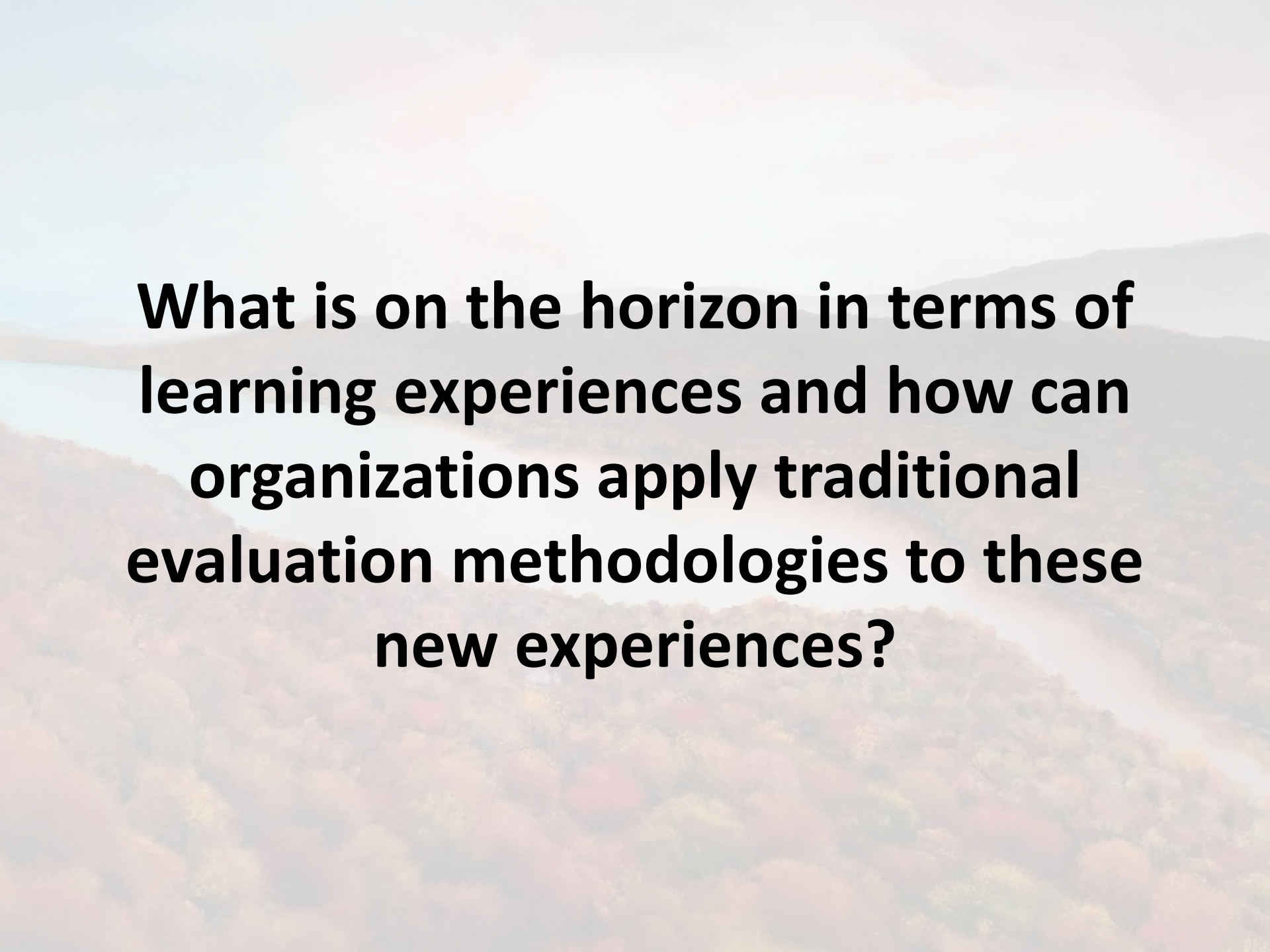
Senior ROI Consultant  
Verizon

An aerial photograph of a large lake surrounded by dense, forested hills. The trees are in various shades of green, yellow, and orange, suggesting an autumn setting. The sky is overcast with soft, grey clouds. The text "Why do you do what you do?" is centered in a bold, black, sans-serif font.

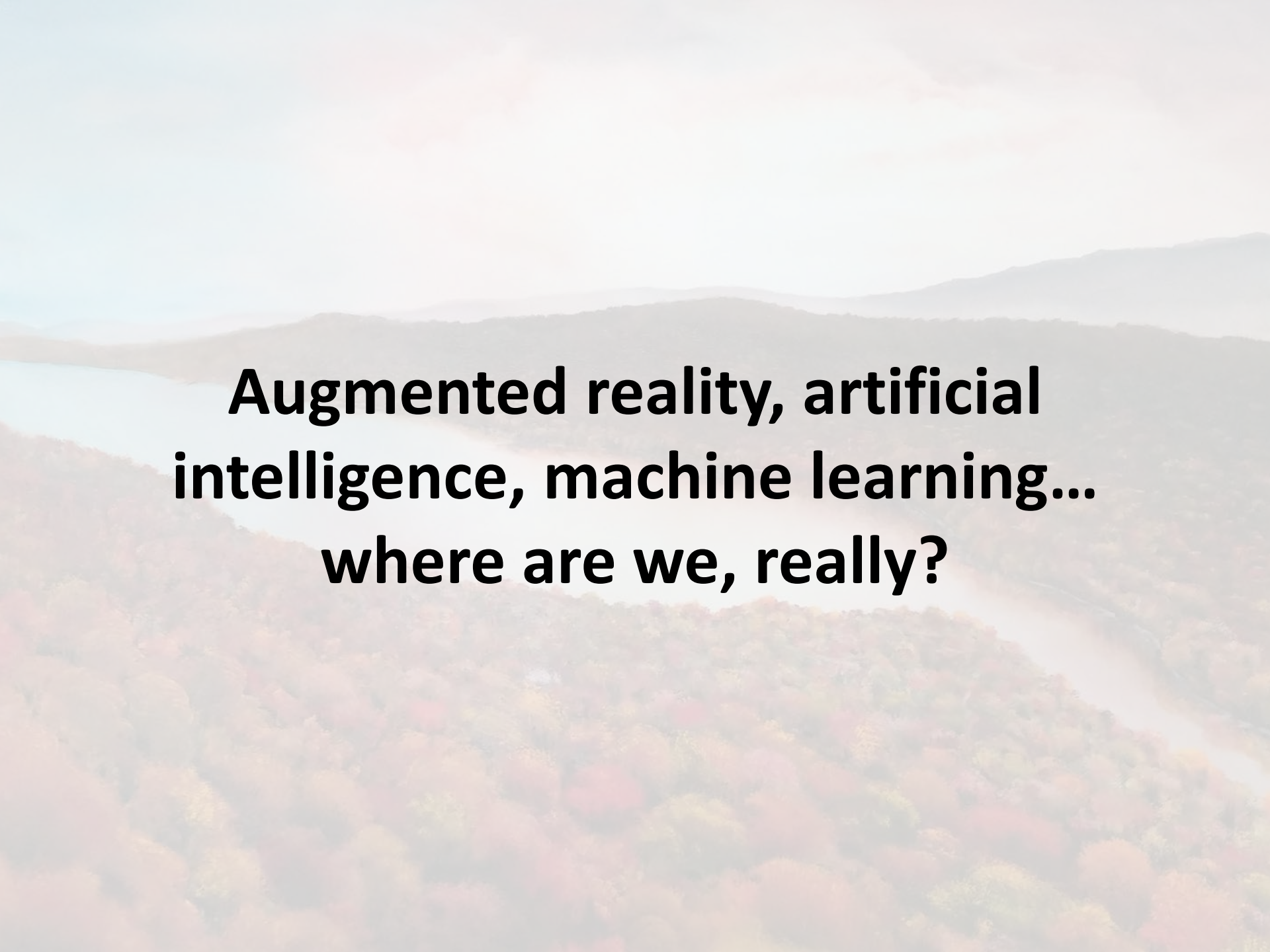
**Why do you do what you do?**

A scenic landscape featuring a river winding through a valley. The foreground is dominated by a dense forest of trees with vibrant autumn foliage in shades of red, orange, and yellow. In the middle ground, a river flows through a valley, surrounded by more forested hills. The background shows a range of mountains under a sky with soft, white clouds. The overall atmosphere is serene and natural.

**What is the current state of  
measurement and analytics?**



**What is on the horizon in terms of learning experiences and how can organizations apply traditional evaluation methodologies to these new experiences?**


A scenic landscape featuring a river winding through a valley, surrounded by dense forests of trees with autumn foliage in shades of orange, red, and yellow. In the background, there are rolling hills and mountains under a sky with soft, white clouds. The overall atmosphere is serene and natural.

**Augmented reality, artificial  
intelligence, machine learning...  
where are we, really?**

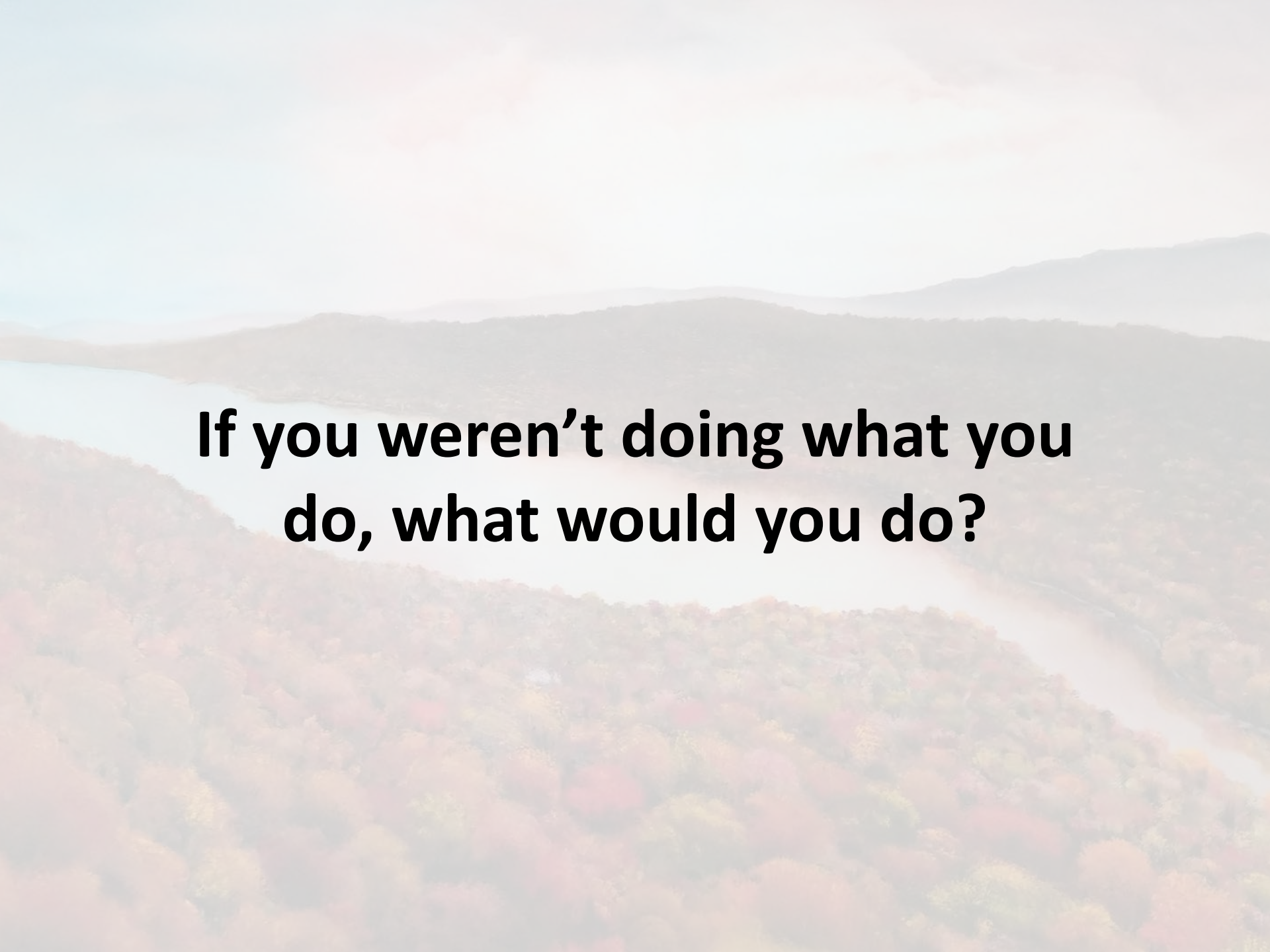


An aerial photograph of a large lake surrounded by forested hills. The foreground shows a dense forest with trees in various shades of autumn, including reds, oranges, and yellows. The lake is a light blue-grey color, and the hills in the background are covered in darker green trees. The sky is overcast with soft, grey clouds. The text "Questions from the audience?" is overlaid in the center of the image in a bold, black, sans-serif font.

**Questions from the audience?**

A scenic landscape featuring a river winding through a valley. The foreground is dominated by a dense forest of trees with autumn foliage in shades of orange, red, and yellow. In the background, rolling hills and mountains are visible under a sky with soft, white clouds. The overall atmosphere is calm and natural.

**What steps can people take to  
move forward with their  
measurement and analytics  
practices?**

A scenic landscape featuring a wide river flowing through a valley. The foreground is dominated by a dense forest of trees with vibrant autumn foliage in shades of red, orange, and yellow. In the background, rolling hills and mountains are visible under a soft, overcast sky with light clouds. The overall atmosphere is peaceful and natural.

**If you weren't doing what you  
do, what would you do?**

An aerial photograph of a large lake surrounded by dense forests with vibrant autumn foliage in shades of red, orange, and yellow. The lake is nestled between rolling hills and mountains under a cloudy sky. The text "Thank you!" is centered over the lake.

**Thank you!**