Distinguishing Features of a QBR

Is it an activity?  
What is it?

Can it be measured?  
How?

Is it something we can put more resources towards?  
What is it?

Can we know when we are or are not doing it?  
How?

Is it above the scope of normal “doing business”?  
How?

Is this a “home run” or just “in the ballpark”?  

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