

常見的 KPI 5개

^{전략적}**Strategic Measures** track progress toward strategic goals, focusing on intended/desired results of the End Outcome or Intermediate Outcome. When using a balanced scorecard, these strategic measures are used to evaluate the organization's progress in achieving its Strategic Objectives depicted in each of the following four balanced scorecard perspectives:

- Customer/Stakeholder 고객 만족도, 소비자 평가
- Financial 재무 (성과)
- Internal Processes 내부 프로세스 개선, 운영의 performance 효과
- Organizational Capacity 역량, 혁신

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경영지표-

- **Operational Measures**, which are focused on operations and tactics, and designed to inform better decisions around day-to-day product / service delivery or other operational functions
- **專案** **Project Measures**, which are focused on project progress and effectiveness
- **Risk Measures**, which are focused on the risk factors that can threaten our success
- **員工** **Employee Measures**, which are focused on the human behavior, skills, or performance needed to execute strategy
(인사, 채용, 교육, 훈련)

Good KPI 좋은 KPI 조건

개치만하면 無創新

- Provide **objective evidence** of progress towards achieving a desired result
- 측정 대상 Measure what is **intended to be measured** to help inform better decision making
- 현재와 과거 Data 비교 Offer a **comparison** that gauges the degree of performance change over time
- Are **balanced** between leading and lagging indicators