

Identify:

What defines success in your business?

What "performance" are you looking for?

What matters to you?

Brainstorm:

What is the #1 driver of revenue?

What actions do you need to take to affect that driver?

What actions have you/your team taken in the past that have created success?

What is your biggest expense in your business?

What causes that expense to fluctuate?

Identify 1-3 leading measures

- 1.
- 2.
- 3.

Identify 1-3 lagging measures

- 1.
- 2.
- 3.

Example: Some of our favorite KPIs

- | | | |
|--------------------------|------------------|--------------------------|
| • Revenue | • Gross Margin % | • \$ in pipeline |
| • Profit % | • # of X | • # of quotes/proposals |
| • Labor Efficiency Ratio | • Revenue per X | • Average order value |
| • Months of Cash | • Profit per X | • Average lifetime value |