General framework for wild card cases to keep in mind

External factors	Indicator	Process flow	Key drivers to increase the indicator
▪ Average level of the indicator in the industry // among major players ▪ Growth rate of the indicator	▪ Definition of the indicator ▪ Current level and growth rate ▪ Break-downs by…	▪ Stages/steps ▪ Performance (e.g. conversion rate, drop-out rate, bottlenecks, utilization rate, capacity) ▪ Size of funnel	▪ Marketing (equivalent) ▪ Pricing (equivalent) ▪ Value proposition (equivalent)

(!) Sometimes you might also need to learn more about the client's business-model (customers segments and product mix), so you might want to incorporate it into your structure.