

Performance Indicators

Measures of WHAT a company will track and trend over time, NOT the actual targets such as direction and speed. A performance indicator should include a statement of the unit to be measured (\$, headcount, %, rating).

Example:

- “Year over Year Sales (\$)” (Financial)
- “Customer Satisfaction Rating” (Customer)
- “Service Error Rate (%)” (Internal)
- “Strategic Skills Coverage Ratio” (Learning & Growth).