

## Target

The level of performance or rate of improvement required for a particular **measure**. Targets are stated in specific units (\$, #, %, Rating, etc.), and should include time-based segments (annually, quarterly, etc.) as appropriate. Targets should be observed over time to determine important trending behavior, so that corrective action can be taken as needed.

Example: (For the Measure “Year over Year Sales”) ‘99: \$30M, ‘00: \$35M, ‘01: \$38M.

**Categories: Definitions | Elements of a BSC**