

**BALANCED SCORECARD: KEY PERFORMANCE INDICATORS - EXAMPLE**

**Company: ABC Services and Production**

**Last Update: 02/29/2017**

	<b>Objectives</b>	<b>Measurement</b> (Which indicator are you going to use to measure it?)	<b>Target</b> (Which result are you trying to get?)	<b>Year-to-Date Result</b>	<b>Control Panel</b> Green = 71% - 100% Yellow = 50% - 70% Red = 0% - 49%	<b>Initiatives</b> (What will your action plan be to achieve your objective?)
<b>Financial</b>	Increase total annual revenue over \$500K	Annual Gross Revenue	\$ 500,000.00	\$50,000 (10%)	R	Monthly strategic meeting with the whole team to learn where we are and how far we are from our goal so that we may make decisions to get closer to our target.
	Keep our total annual costs minus payroll expenses below 35% of the total annual revenue	Total cost minus payroll expenses	35% of the total gross annual revenue	20%	G	Review our monthly costs in our strategic meeting and create action plans in case that our YTD cost is getting over 30%.
<b>Customer</b>	Lower average wait time for a client to receive proposal to 3 business days	Client average wait time to receive a proposal	3 business days	4 business days	Y	Find a proposal generation tool to help with the proposal development process
	Annual client satisfaction rate over 90%	Annual client satisfaction rate	> 95%	96%	G	
<b>Internal Business Process</b>	Increase total annual sales revenue originated by our website in 20%	Total annual sales from our website	> 20%	10%	Y	Redesign our e-commerce page and find a new e-commerce platform
	Lower cycle time of XYZ product in 1 day	XYZ cycle time	1 day	5	R	Develop a report on the main problems and create an action plan for each point of attention
<b>Learning &amp; Innovation</b>	Improve leaders' communication skills on the annual engagement survey from "needs development" to "satisfactory"	Annual engagement survey	Satisfactory	Needs development	R	Hire a consulting company to develop a customized training on the gaps found on our annual engagement survey
	Release every 6 months a new product or service that can only be sold online	Number of products or services released per year	One new product or service per 6 months	One new product or service per year	Y	Separate at least 20 minutes of brainstorming session during our monthly strategic meeting to come up with suggestions of possible new products or services.