**Company Logo**
slogan

# Name of the service

Scorecard of project's KPIs

Place, 2014

# Project tree

**Mission** — The general idea of the project

**Vision** — The image of the desired state of the project in the future

**Strategy** — The set of interrelated operations

**Strategic Objective** — The main direction of development of the project

**Goal №1**

**Goal №2**

**Goal №3**

**Task №1**

**Task №2**

**Task №3**

# Standards of setting goals and tasks of the project

## Criteria

**Simple**
- A clear definition
- Easy to understand
- Specific

**Measurable**
- Easily measured, a measurement does not require much resources
- An estimation of changes in the index takes a little time
- An ability to compare performance with ones of other projects
- Methodology for measuring is already developed

**Achievable**
- Member of the team, which is responsible for the record, is able to influence it
- Factors affecting the indicator are known to project team
- May reduce a level of exposure to uncontrollable factors

**Results Oriented**
- Clear link with the mission and vision of the project
- Consistency with the other objectives of the project

**Timely**
- Determined timing measurement
- Measurement results can be obtained within one period

# Selection of KPIs to project goals and tasks

| | Goal | Task |
|---|---|---|
| **Level** | **Refers to the project as a whole** | **Refers to business process or employee** |
| **Measurement** | May be both qualitative and quantitative | Only quantitative |
| **Quantity** | **May be several (follow results)** | **Only one (follow specific operation)** |
| **Impact** | Indirect impact on the achievement of the strategic objectives | Direct impact on the achievement of the certain goal. Each task is assigned a weight. Depending on KPI for each task, you can assess the level of achievement goal as a whole |
| **Monitoring** | **By the end of the planning period** | **Regularly** |

# Setting KPIs

**Example**

**Most important KPIs at launch**

|  | Goals | Tacks |
|---|---|---|
| **Commercial** | Revenue | Growth rate of sales |
|  | Profit | Average bill |
| **Non commercial** | Audience size | Proportion of return customers |
|  | Market share | CTR |

- Customer Acquisition Costs
- Retention
- Attrition
- Life Time Value
- Viral Rate / Referral Rate
- Conversion Rate
- Pace of Change Implementation
- Burn Rate