

KPI Builder (Pick 8–12 KPIs)

Choose the few numbers that drive the business. Keep it simple and measurable.

Tip: start with financial KPIs, then add 1–2 driver KPIs for sales, delivery, people, and customer experience.

1) Financial KPIs (choose 3–5)

KPI	Definition	Target	Owner

2) Sales & pipeline KPIs (choose 2–3)

KPI	Definition	Target	Owner

3) Operations & delivery KPIs (choose 2–3)

KPI	Definition	Target	Owner

4) People & culture KPIs (choose 1–2)

KPI	Definition	Target	Owner

5) Customer KPIs (choose 1–2)

KPI	Definition	Target	Owner