

Critical Metrics Scorecard

For each Established Company Metric, list the Metric, the goal established by the company (by when), Who is Responsible for compiling the Metric, How often the Metric is currently evaluated and reported, and the method of data gathering (manual, system report, survey, etc). Then do the same for the Desired Future State.



Current State					Future State			
Company Metric: List the Metric that is Critical to Company Success/Growth	Metric Goal/By When: What is the Company goal? Include timeframe.	Metric gathering (6): Who is responsible for collecting the metric	How Often: How often is the metric currently being collected	Metric gathering (6): How are we going to collect the data?	Desired Timeframe: What is the ideal desired timeframe?	How: What needs to happen in order to achieve the desired metric timeframe?	Project Goal: What is the project timeframe? Who is responsible.	Project Costs: What are the estimated costs to achieve the desired future state?
Reduce Employee Turnover	From 25% to 10% by year end.	HR Director	Monthly	Manually for now	Weekly	Customize Reports from Company's HR Information System	within 90 days	3rd party report development - \$2000.
Increase Market Share in Southwest Region	From 12% to 20% by year end.	VP of Sales - Southeast Region	Monthly	Manually - collected from accounting system data.	Weekly	Purchase sales reporting tool that allows tracking and reporting by region.	6 months	\$12-14,000