

Guide to apply key indicators

1

Choose the key indicators

Select the indicators that really make some strategic sense and will add value to the company.



2

Define targets for indicators

Define the objective to be achieved with each indicator.

3

Appoint managers and parties involved

Designate and evaluate the people for supervising the process and those who will take part in it.



4

Analyze the relationship between the chosen indicators.

Study and establish the relationship that the KPIs will have with each other and help boost their results.



5

Monitor results

Monitor results to see if goals are being met and modify direction when necessary.



Remember that what cannot be measured cannot be managed, improved or directed and remember to measure only what is really relevant to your business.

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