



## PERFORMANCE MEASUREMENT

Team: \_\_\_\_\_

Using the measures below, document how you want your company's performance to be assessed. Assign a 0% - 50% weighting to each measure. **At least** 25% of your score has to be in a profit measure \* (either \$ or %). **NOTE:** You are expected to leave a sustainable company. Revenues CANNOT drop by more than 20% and attrition CANNOT be higher than 20% in the final round! Averages over all years can also be used.

<u>Metric or KPI</u>	<u>Circle</u>		<u>Weighting</u>	<u>Circle</u>
Net Revenues	Avg.	Final		
*Net Profit	Avg.	Final		% or \$
Customer Satisfaction	Avg.	Final		CSI or LTV
Producer Attrition	Avg.	Final		
*Return on Investment	Avg.	Final		ROA or ROE (if final ROE is chosen an equal weighting must be in average profit)
			100%	

# A Word on “Winning”

- **Have to do 2 things to win**
  1. Run a good company
  2. Pick the right measures
- **Performances are Scored (1-100) across the whole industry**
  - Higher is better example:  
Highest sales = \$50 MM. Score = (your \$)/\$50 MM x 100
  - Lower is better example:  
Lowest attrition = 8%. Score = 8%/(your %) x 100
- **Your weightings are applied against each score, and your result is totaled**
  - If you have no weighting on a metric, it won't help or hurt you
- **Team scoring themselves the highest “wins,” other teams just had fun!!**

