

STRATEGIC PERFORMANCE MEASURES/KPIs

Team: _____

Using the KPIs below, indicate how you want your company’s performance to be assessed.

Assign a weighting to each metric on which you’d like to be measured. You do not need to choose all the metrics; however, 50% is the highest weighting you can give any single measure. **At least 25% of total score must be in a profit-oriented measure***.

NOTE: You may be disqualified if Attrition in the final year is over 25%, or if your Credit Rating is below BBB. You are expected to leave a sustainable company that you would like to continue leading.

| <u>Metric or KPI</u> | <u>Circle</u> | | <u>Weighting</u> | <u>Circle</u> |
|------------------------|---------------|-------|------------------|---|
| Total Sales \$ | Avg. | Final | | |
| Total Backlog | Avg. | Final | | |
| *Stock Price | Avg. | Final | | |
| *Profit | Avg. | Final | | % or \$ |
| CPAR | Avg. | Final | | |
| “Employee” Perspective | Avg. | Final | | Employer of Choice Index or Attrition |
| *Return on Investment | Avg. | Final | | ROA or ROE (if final ROE is chosen you must have an equal weighting in average profit % or \$) |
| Other: _____ | | | | Instructor Approval: _____ |
| | | | 100% | |

A Word on “Winning”

- **Have to do 2 things to win**
 1. Run a good company
 2. Pick the right measures of success
- **Performances are RANKED (0 – 100) across the whole industry**
 - Example – if “Higher” is better:
Highest sales = \$50 MM. *Your rank = (your \$) / \$50 MM*
 - Example – if “Lower” is better:
Lowest attrition = 8%. *Your rank = 8% / (your %)*
- **Your weightings are applied against each rank, and your winning score is calculated**
 - 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!!**

