

Balanced scorecard KPIs

Vision – Objective: Clarity and consistency in decision making

Customer KPIs

Objective:

Large customer base full of loyal, repeat customers that you want

Customer attraction (get them) measures include:

- Number of new customers acquired
- Revenue from new customers acquired

Customer satisfaction (keep them) measures includes:

- Revenue from existing / repeat customers
- Customer satisfaction feedback
- Customers lost

Operations KPIs

Objective:

Efficient throughput with reliable quality

Productivity (get it done) measures include:

- Throughput
- Productivity

Quality (do it right) measures include:

- On-time delivery of products
- Error rate
- Re-work

People KPIs

Objective:

A talented, capable and committed team that wants to build and run a great organization

Capacity development (able) will be measured by:

- Professional and / or personal development courses taken
- Certifications achieved

Morale / engagement (willing) measures include:

- Attendance at company events
- Contribution to team and team work
- Innovative ideas contributed by team
- Turnover of staff
- Staff satisfaction report

Finance KPIs

Objective:

Financial freedom and success

Financial performance measures include:

- Sales revenue
- Gross margin
- Overhead expenses
- Net profit
- Cash flow
- Accounts receivable
- Accounts payable
- Inventory

Exit – Objective: Maximize value for all parties at time of transition

Balanced scorecard KPIs worksheet

Vision – What is the mission? What is the plan for the future?

Customer KPIs

For each statement, rate your business performance on a scale of 1-5 (1 = poor, 5 = excellent) 1-5

1	We are clear about who we want as a customer	
2	We are clear about what our customers and our target customers want and need	
3	We clearly offer more value to our customers than our competition	
4	We actively pursue the targets we want as customers	
5	We are constantly growing the customer base	
6	We receive and / or collect feedback, so we know our customers are satisfied with our service	
7	We deliver what our customers want and delight our customers consistently	

Operations KPIs

For each statement, rate your business performance on a scale of 1-5 (1 = poor, 5 = excellent) 1-5

1	We deliver products and services that consistently meet customer expectations	
2	We put decision-making authority close to the front-lines so employees can react quickly to challenging conditions to improve service	
3	We constantly strive to improve productivity and eliminate all forms of excess and waste	
4	We have great throughput / productivity / efficiency	
5	We have good response times	
6	We produce consistent quality work	
7	There is no rework or waste	

People KPIs

For each statement, rate your business performance on a scale of 1-5 (1 = poor, 5 = excellent) 1-5

1	Our team members are fully qualified and appropriately certified	
2	Our team members are the most skilled and knowledgeable in our market	
3	Our team members are cross trained so that the company is system dependent versus person dependent	
4	Our team is inspired to work well together	
5	Our company provides the learning opportunities our people need and want	
6	Our company provides a culture that encourages the teaching and coaching of others	
7	Our team members are loyal because this company is a great place to work	

Finance KPIs

For each statement, rate your business performance on a scale of 1-5 (1 = poor, 5 = excellent) 1-5

1	Our company has above-industry growth in sales and revenue	
2	Our company has an increasingly strong gross margin	
3	Our company has well-managed overhead expenses	
4	Our company's profit consistently exceeds industry averages	
5	Our company carries only the required inventory	
6	Our accounts receivable are current and well managed	
7	Our company has strong cash flow to support growth and development	

Exit – What are the long-term plans for ownership and management?

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