

Area	KPIs	Measurement Frequency	Supporting Measures	Measurement Frequency
Client	NPS	Measure 6 monthly by client from commencement of paid relationship.	Service penetration Referrals generated Average client value pa	6 monthly Quarterly Annually
Team	Staff engagement (eNPS)	Monthly rolling 12 months	% of Target Capacity Staff retention	Monthly Rolling 12 months / monthly
	Utilisation	Monthly by individual, team and overall versus target	Shrinkage - days billed v days used Interviews held	Monthly by project Quarterly
Financials	Revenue v plan	Monthly rolling full year forecast v plan	Revenue growth by client, service, sector and partner Blended day rate	Monthly Monthly
	Net profit v plan	Monthly rolling full year forecast v plan	GM by client, project and overall Actual vs budget for all costs	Monthly Monthly
	Cash to overhead ratio	Monthly	% Of revenue from a single client % Of revenue managed by a single person	Quarterly Quarterly
Sales & marketing	Marketing qualified leads	Monthly and by source	Cost per lead Growth in opted-in contacts / followers Content engagement scores	By campaign Monthly Monthly
	Number of new clients acquired	Monthly and by source	Sales conversion at each stage of funnel Sales lead time Average value of new clients Cost of client acquisition Forecast accuracy +/- 5%	Quarterly - new & existing Quarterly Quarterly Quarterly Quarterly

## SUSTAINABILITY:

You may choose to add a metric around the level of contribution you make as a business e.g. trees planted, money donated to charity, pro-bono days worked etc.