



Excerpted from
FastTrac® GrowthVenture™



TAKE CHARGE OF YOUR BUSINESS®
A program of the Kauffman Foundation

Success Measurement Worksheet

Directions

Use the chart below to set some success measurements and goals for your business. For each indicator that you want to monitor, establish a value or level of achievement in the middle column. Then set a due date or timeframe for that achievement.

EXAMPLE

Indicator	Measurement tool: Value or level of achievement	Due by:
Sales per Employee	<p><i>Each sales associate must achieve 25 sales, with a minimum sale of \$1,000.</i></p> <p>Note: Derive this number by determining the overall sales goals of the company and then dividing it accordingly.</p>	<p><i>Quarterly goal due on the last business day of the month ending the quarter.</i></p>

My Success Measurements and Goals

Indicator	Measurement tool: Value or level of achievement	Due by:
Sales per employee		
Average annual sales growth		
Gross margin		
Number of transactions per unit or time		
Average sales dollars per transaction		
Average cost per unit		



Indicator	Measurement tool: Value or level of achievement	Due by:
Number of units produced		
Number of units sold		
Professional development achieved		
New products or services to market		
Number of customers		
Number of new customers		
Ratio of new to existing customers		
Average sales per customer		
Number of employees		
Employee retention		
Other		
Other		