

## The unbalanced nature of so called KPI lists on the internet.

<b>Financial Indicators</b>	<b>KRI</b>	<b>RI</b>	<b>NWTE*</b>	<b>KPI</b>	<b>PI</b>
1. Profitability – Profit Margin	√				
2. Solvency – Current Ratio	√				
3. Gearing – Debt to Equity Ratio	√				
4. Work-in Progress – WIP Turnover		√			
5. Debtors – Days Sales in Debtors		√			
6. Fixed Costs – Fixed Cost Ratio		√			
7. Variable Costs – Gross Margin		√			
8. Performance against Budget and Cost – variance reviews		√			
9. Costs as a % of Revenue – payroll, advertising & marketing	√				
10. Costs per employee – rent, stationery, travel, phone etc.	√				
11. •Sales per square foot	√				
12. •Average transaction value		√			
13. •Shrinkage, loss of inventory not caused by sales.		√			
14. Cash in, cash out yesterday	√				
<b>Business Performance Indicators</b>					
1. Performance against SLAs		√			
2. Quality of product or service		√			
3. Response Rates – Inquiries to customer resolution					√
4. ROI	√				

5. Accuracy of reporting – Tax office reports, Payroll runs, etc					√
6. Number of Compliance Breaches					√
7. Service Availability metrics – up-time, speed, errors etc.		√			
<b>Business Generation Indicators</b>					
1. Revenue breakdown by Major Customer		√			
2. Revenue Breakdown by Major Service/Product type		√			
3. Revenue Sources – lead generation information		√			
4. Employee Productivity – Sales per Employee = Annual Sales divided by average number of Full Time Equivalent Employees		√			
5. Client and Referral channels – social media, website, forums etc.		√			
6. New Business v repeat v referral ratios		√			
7. Number of Referrals by source		√			
<b>Employer/ee Indicators</b>					
1. Employee Lifetime Value (ELTV)			√		
2. Employer Investment (ROI)			√		
3. Training Payback Period – total training (or education) cost divided by total monthly benefits (eg increased sales)			√		
4. Profit per employee		√			

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- **Key result indicators (KRIs)** give the Board of directors an overall summary of how the organization is performing.
- **Result indicators (RIs)** tell management how teams are combining to produce results.
- **Not Worth the Effort (NWTE)** are measures where the cost of gathering data far exceed the value gained from interpreting and acting on the data.
- **Performance indicators (PIs)** tell management what teams are delivering.
- **Key performance indicators (KPIs)** tell management how the organization is performing 24/7, daily, or weekly in their critical success factors, and by taking action, management is able to increase performance dramatically.