# Managing & Measuring

### "Arithmetic is NOT an opinion"

Italian Proverb

### KPI Categories

#### **Leading Indicators**

Leading indicators are like early warning signs that help us predict where our business is headed in the future.

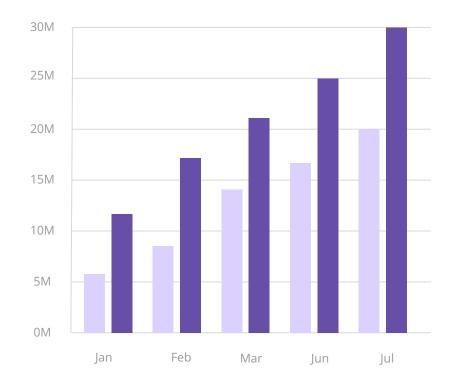


### Lagging Indicators

Lagging indicators are like the results that show up after we've taken a certain path. They help us look back and understand what happened in the past.

Profit

Revenue



#### Bad KPIs = Blockbuster's Demise



## NETFLIX

# Collecting & Analyzing

| A  | 8            | С                                       | D               | E                  | F                   | G                   | Н               | 1             | J              | к              | L             |
|----|--------------|---|-----------------|--------------------|---------------------|---------------------|-----------------|---------------|----------------|----------------|---------------|
|    | 2021 Q1 - Co | ompany Scorecard                        |                 |                    |                     |                     |                 |               |                |                |               |
|    | wно          | MEASURABLES                             | WEEKLY GOAL     | February 8th, 2021 | February 15th, 2021 | February 22nd, 2021 | March 1st, 2021 | March 8, 2021 | March 15, 2021 | March 22, 2021 | March 29, 202 |
|    | Jordan       | Weekly Ad Revenue                       | \$55,000.00     | \$58,978.00        | \$55,097.00         | \$56,221.00         | \$49,320.00     | \$47,220.00   | \$45,312.00    | \$44,809.00    | \$40,754.00   |
|    | Jordan       | Weekly Pub Cost                         | \$5,000.00      | \$4,320.00         | \$4,409.00          | \$4,023.00          | \$3,909.00      | \$4,431.00    | \$6,130.00     | \$5,380.00     | \$6,979.00    |
|    | Jordan       | Profit                                  | \$50,000.00     | \$47,909.00        | \$51,011.00         | \$50,450.00         | \$42,398.00     | \$46,282.00   | \$41,987.00    | \$39,402.00    | \$35,022.00   |
|    | Sales Person | # Sales Meetings                        | 5               | 4                  |                     | 13                  | 5               | 6 or 7        | 5              | 5              | 1             |
|    | Sales Person | # Check-ins w/ Existing Partners        | All (# / total) | 11                 | 22 / 22             | 20/24               | 30/34*          | 32/36*        | 37/37          | ?/38           | 21/21 actives |
|    | Sales Person | # Check-ins w/ Existing Advertisers     | All (# / total) |                    | 14 / 14             | 12/12               | 12/21*          | 15/20*        | 21/21          | 19/21          | 9/9 actives   |
|    | Gerry        | Syndicate: # of Comments                | 35              | 42                 | 48                  | 21                  | 0               | 0             | 0              | 0              | 0             |
| )  | Gerry        | Syndicate: # of Posts in Mighty Network | TBD             | 0                  | 0                   | 0                   | 0               | 0             | 0              | 0              | 0             |
| 1. | Carrie       | Weeky In House Ad Revenue               | \$25,000        | \$22,908.00        | \$27,330.00         | \$32,409.00         | \$33,752.00     | \$40,506.00   | \$19,325.00    | \$24,898.00    | \$29,329.00   |
|    | Carrie       | Weekly In House Cost                    | \$4,500         | \$3,209.00         | \$3,097.00          | \$3,912.00          | \$4,651.00      | \$5,012.00    | \$4,033.00     | \$4,120.00     | \$3,877.00    |
| 3  | Gerry        | Check in with pending members           | All (# / total) |                    |                     | 15/21               | 19/21           | 17/17         | 17/17          | 13/14          | 34/40         |

**At Your Service** 

### Feel free to ask any questions

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