

Managing & Measuring



**“Arithmetic
is NOT an opinion”**

- *Italian Proverb*

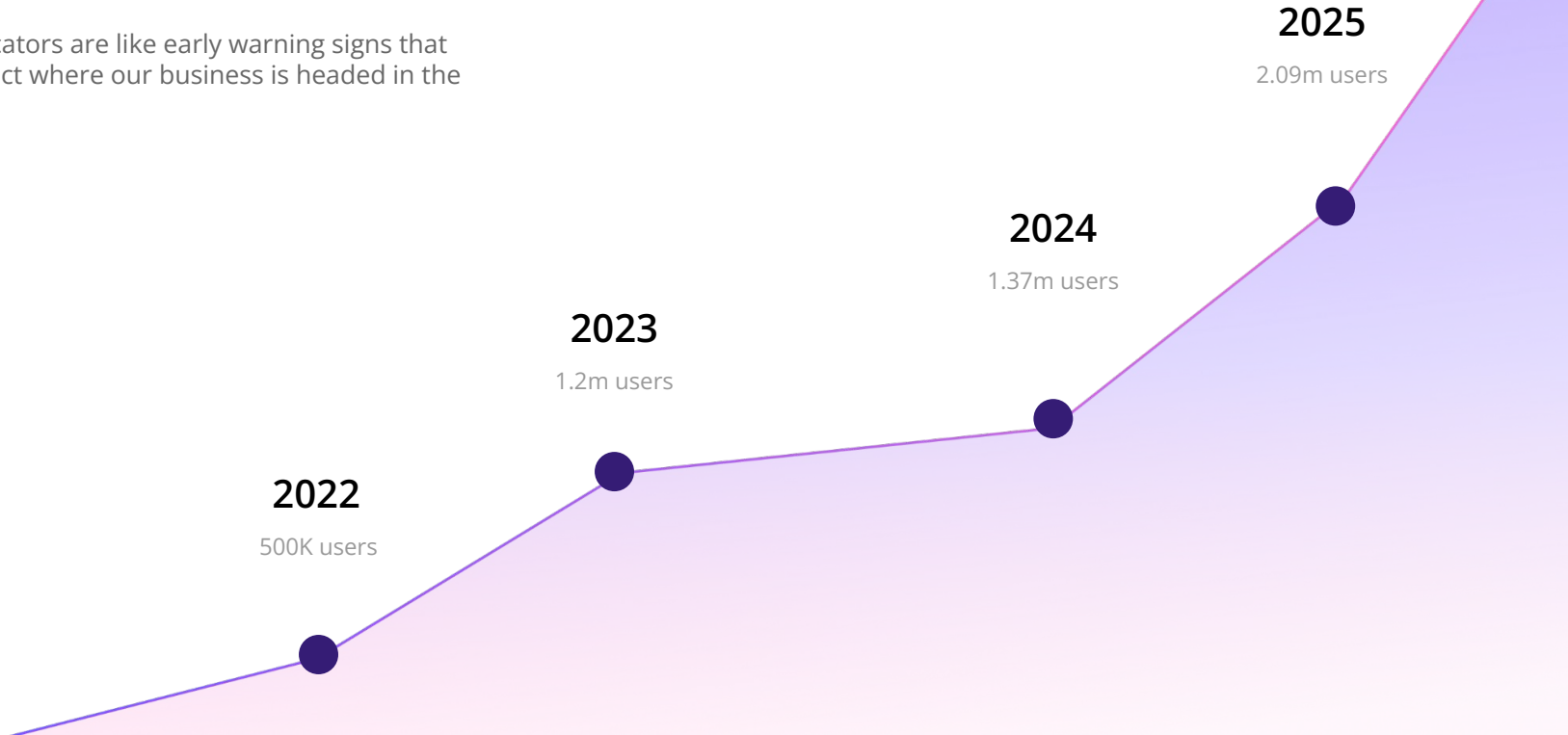
KPI Categories



KPIs to Focus On

Leading Indicators

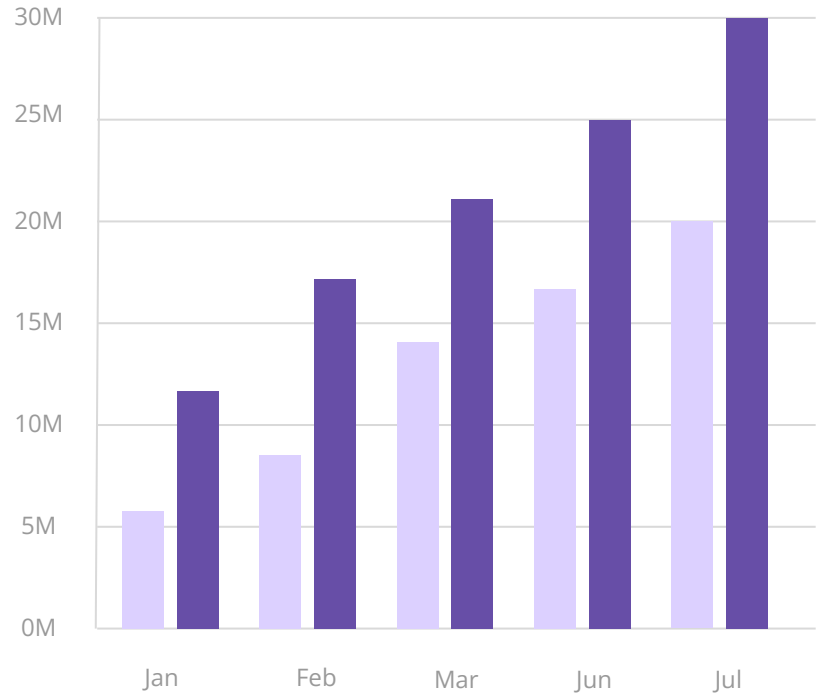
Leading indicators are like early warning signs that help us predict where our business is headed in the future.



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



Blockbuster vs Netflix

Bad KPIs = Blockbuster's Demise



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At Your Service

Feel free to ask any questions



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