



DISCOVER The Opportunities in Your Business



- *How well is your business unit or functional area operating (beyond the typical financial measures)?*
- *What Key Performance Indicators should we be managing to?*
- *Is the business unit or functional area meeting the fundamental business purpose?*
- *Are the most important business metrics being measured appropriately?*

Key Metrics For Success- *Metrics that are not connected to the fundamental business purposes are at best partial indicators with uncertain levels of accuracy.*

Key Metrics for Success. Working with your project team we prepare an assessment relative to the 105 most important fundamental business purposes for the enterprise, business unit or functional area that are required to achieve sustained success.

Examples of fundamental business purposes include:

- Meeting the customers unidentified needs
- The customer connectivity process
- Quality, reliability, issue response and customer interaction to customer support
- Business model competitiveness
- Industry assumptions, including the most likely changes in the future
- Accuracy of the revenue forecast, cash forecast, key financial measurements
- Time to market performance metrics
- New market opportunities for new products & services
- Plan to insure the right knowledge with the right level of accuracy and reliability
- Value propositions of new technology initiatives

Fundamental business purposes are influenced by:

- Knowledge, experience and performance of the enterprise management
- Performance of the enterprise
- Effectiveness and efficiency of the business processes
- The enterprise business model

It is always superior execution of the fundamentals that brings success

