

Organizational KEY RESULT AREAS

KEY RESULT AREA: *PROFIT*

DEFINITION: The net profit or surplus before tax planning efforts, produced by the efficient operation and effective administration of your enterprise.

KEY RESULT AREA: *SALES/INCOME/REVENUE*

DEFINITION: The gross or top line billing/invoicing produced by all operational activities of your enterprise.

KEY RESULT AREA: *COMMUNITY IMAGE*

DEFINITION: The way your organization is perceived by the social, vendor, customer and employee communities - Stakeholder perceptions.

KEY RESULT AREA: *CUSTOMER/CLIENT SATISFACTION*

DEFINITION: The policies, procedures and values that determine how your people provide service, and to what degree your customers/clients' needs will be satisfied.

KEY RESULT AREA: *PHYSICAL ENVIRONMENT (PLACE)*

DEFINITION: The physical space, layout, ambiance, tools and equipment that your people work in and with. Satellite offices, branches.

KEY RESULT AREA: *PEOPLE*

DEFINITION: The number, positions, qualifications, pay scales, benefits, and training/development needs of your people at all levels. How you compensate them; how you recruit, hire, appraise performance, promote and transfer; your organization's policies & structure.

KEY RESULT AREA: *DIVERSIFICATION*

DEFINITION: The identification/creation/acquisition of new products, services, geographic & demographic markets to ensure your organization's continued competitive viability.

KEY RESULT AREA: *SYSTEMS , PROCEDURES & TECHNOLOGY*

DEFINITION: The methods, principles and technologies used, the "way you do things," to ensure the best use of human, financial and equipment resources to generate profit and satisfy your customers.