



KPI SCORE BUILDER

**A practical guide to understanding KPIs, defining them clearly,
and building a simple scorecard and dashboard.**

SECTION 1 — WHAT IS A KPI?

A Key Performance Indicator (KPI) is a measurable value that shows how effectively an organization is achieving a strategic goal.

A good KPI should be:

- Strategic (aligned to a goal)
- Measurable
- Clear and simple
- Actionable
- Owned by someone
- Compared to a target

Why this matters:

SECTION 2 — HOW TO DEVELOP A KPI

1. Start with the strategic goal:

2. Define what success looks like:

3. Identify what needs to be measured:

4. Choose the KPI that best reflects performance:

5. Confirm you have data to track it:

SECTION 3 — KPI DEFINITION TEMPLATE

KPI Name:

Definition:

Formula:

Data Source:

Owner:

Target:

Frequency (Monthly / Quarterly):

SECTION 4 — KPI SCORECARD TEMPLATE

KPI:

Target vs Actual:

Status (Green / Yellow / Red):

Notes:

SECTION 5 — DASHBOARD BUILDER

Select Your Top KPIs (8–12 recommended):

Dashboard Sections:

- Impact KPIs
- Operational KPIs
- Financial KPIs
- People KPIs

Notes:

SECTION 6 — MONTHLY REVIEW QUESTIONS

1. What is on track?

2. What is off track?

3. What decisions are needed?

4. What support or resources are required?
