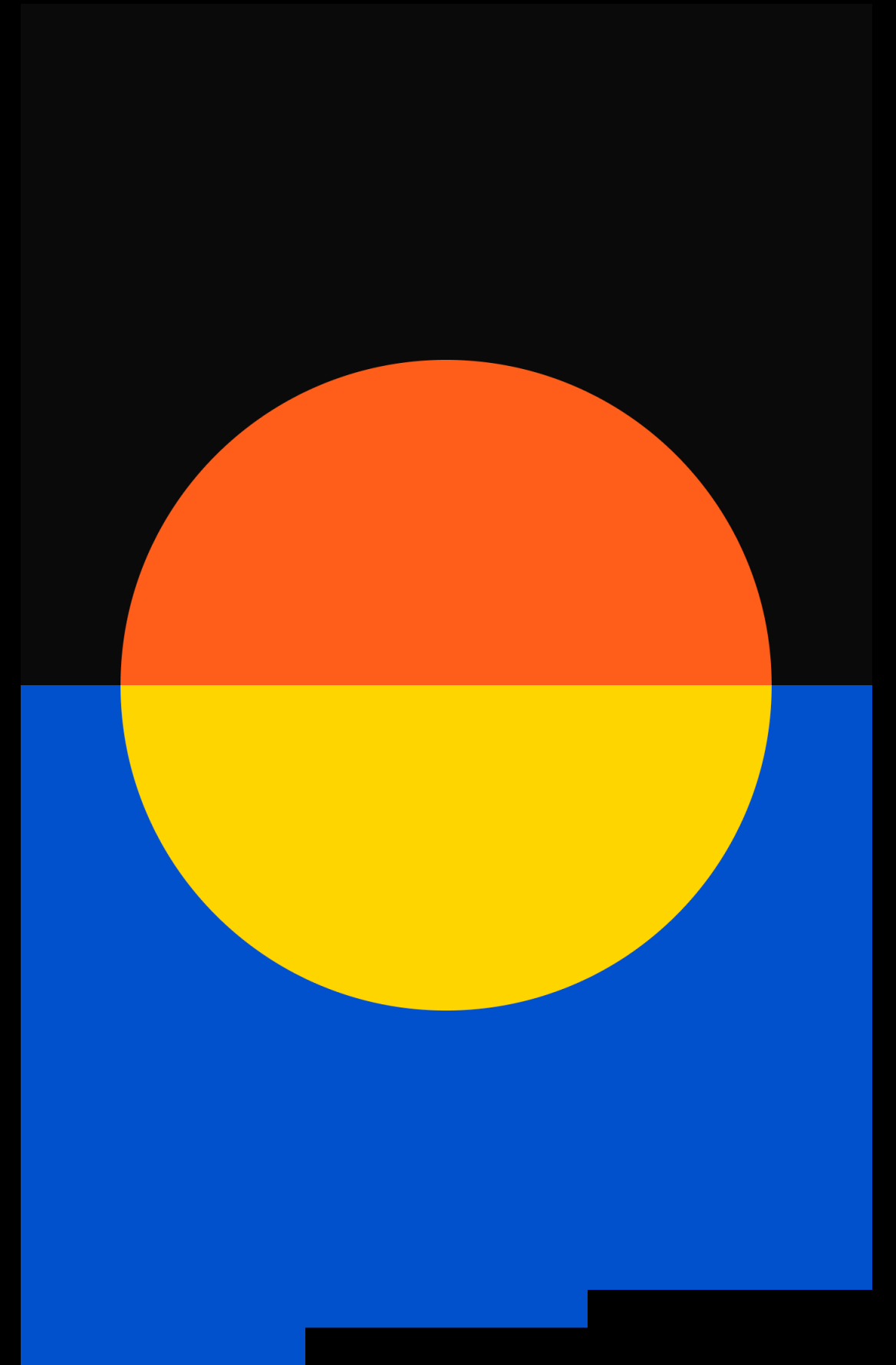


UNRVLD®

Digital Leaders Series

Prepared by
UNRVLD

Prepared for
You



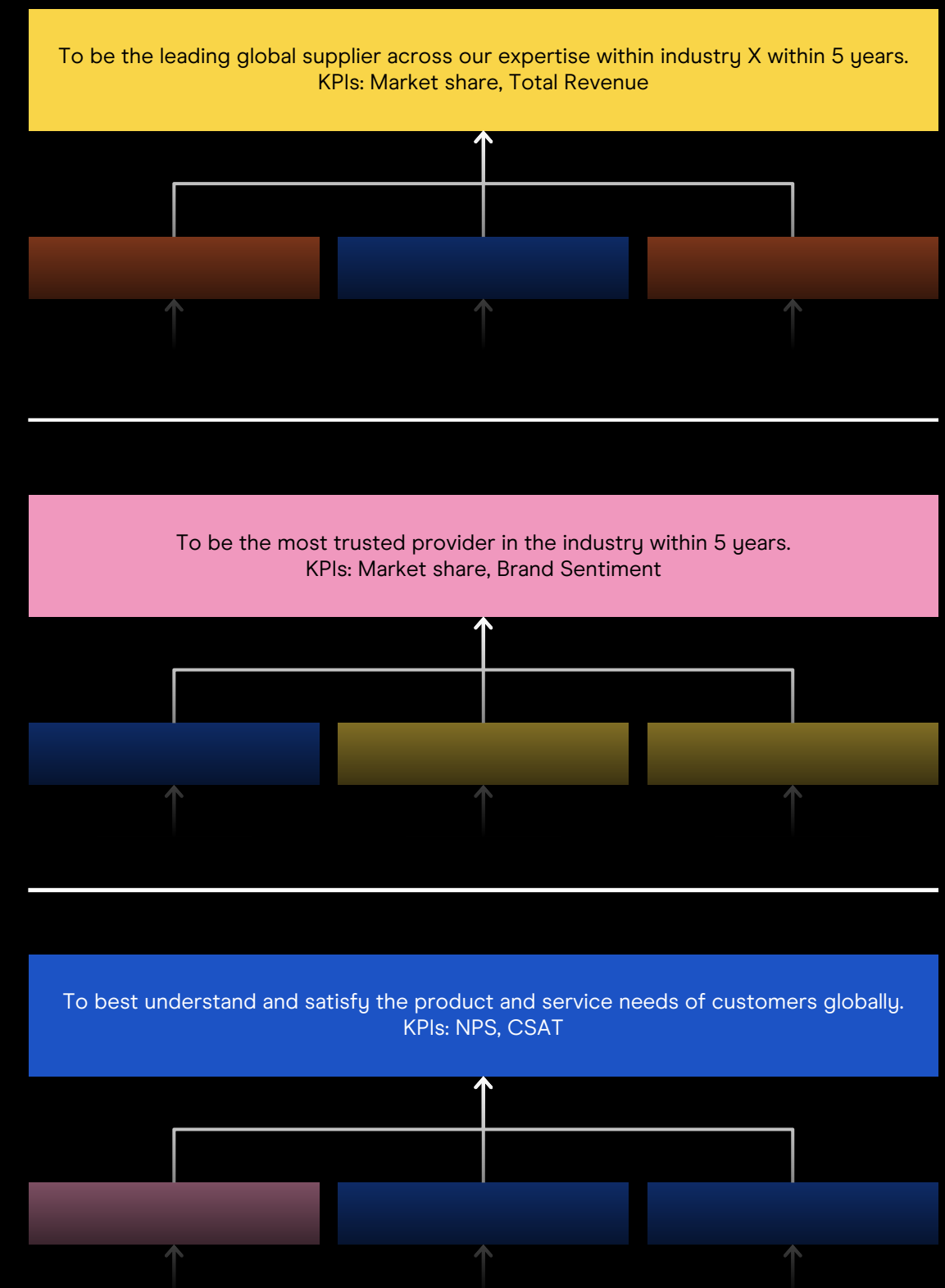
Part 1: Set Your Sights High

KPI Tree – Sample & Template

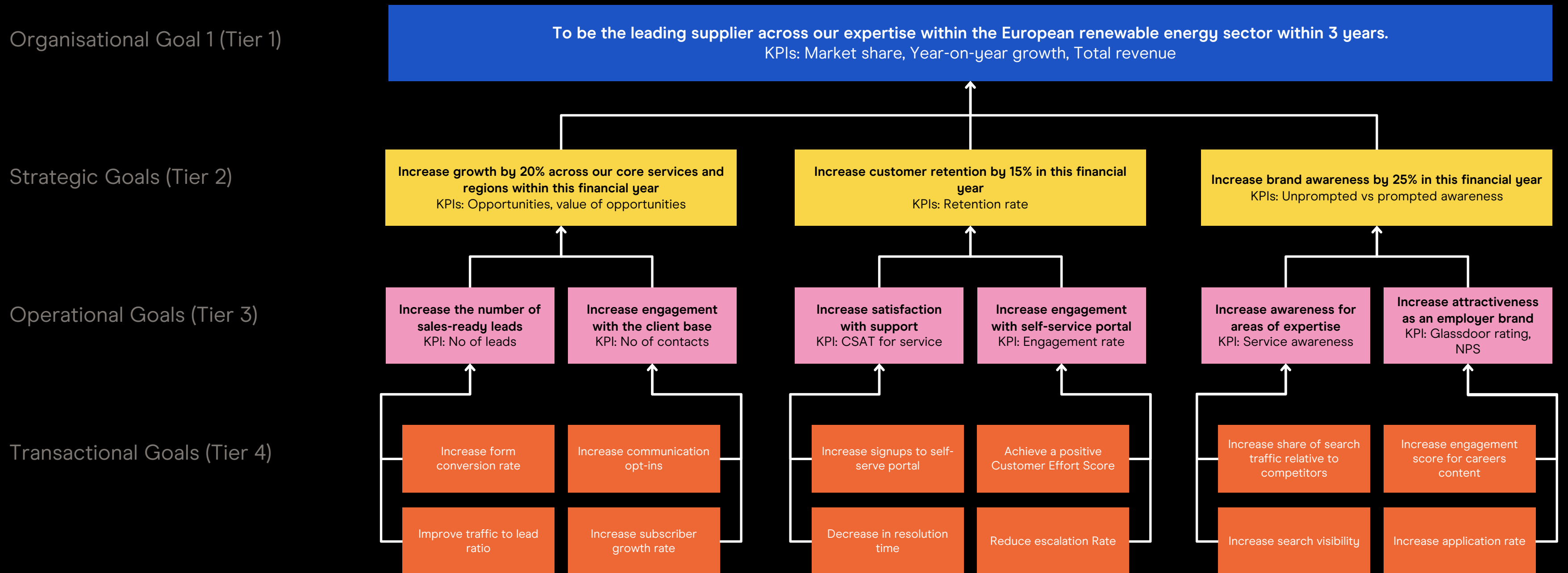
Learn to define a clear, actionable digital vision and set strategic objectives using the UNRVLD KPI Tree success framework.

Instruction and Top Level (3 Objectives)

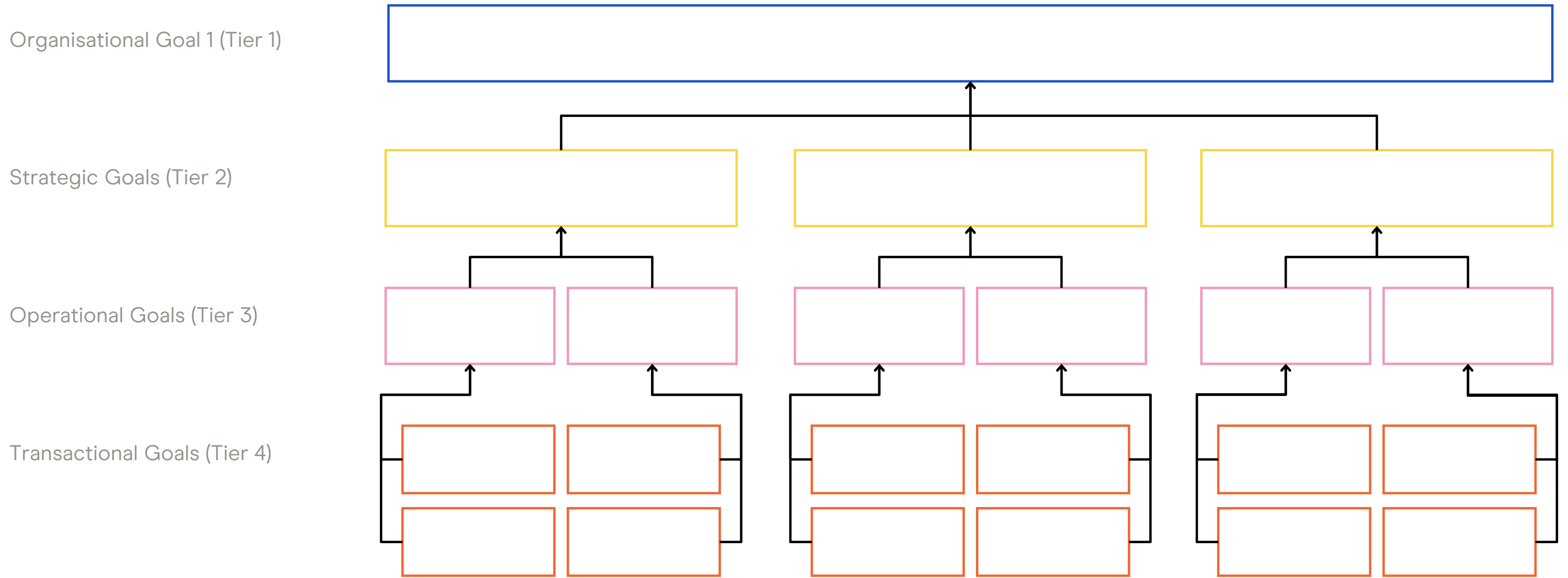
- Have a clear understanding of the outcomes expected by the organisation. This will help you define your Tier 1, Organisational Goals.
- Always start from the top. The temptation is to start at the bottom as you may be measuring these items already but you can get lost in the detail.
- The levels ladder up. When working on Strategic Goals, Operational Goals or Transactional Goals, think about the level above when writing the goals, e.g., how can the department contribute to the organisational outcomes, how can a team contribute to a department's outcomes.
- For every objective, make sure it's SMART (Specific, Measurable, Achievable, Relevant and Time-bound).
- For each objective, consider how you'll measure it (the metric), the dimensions you might apply and who is ultimately responsible.



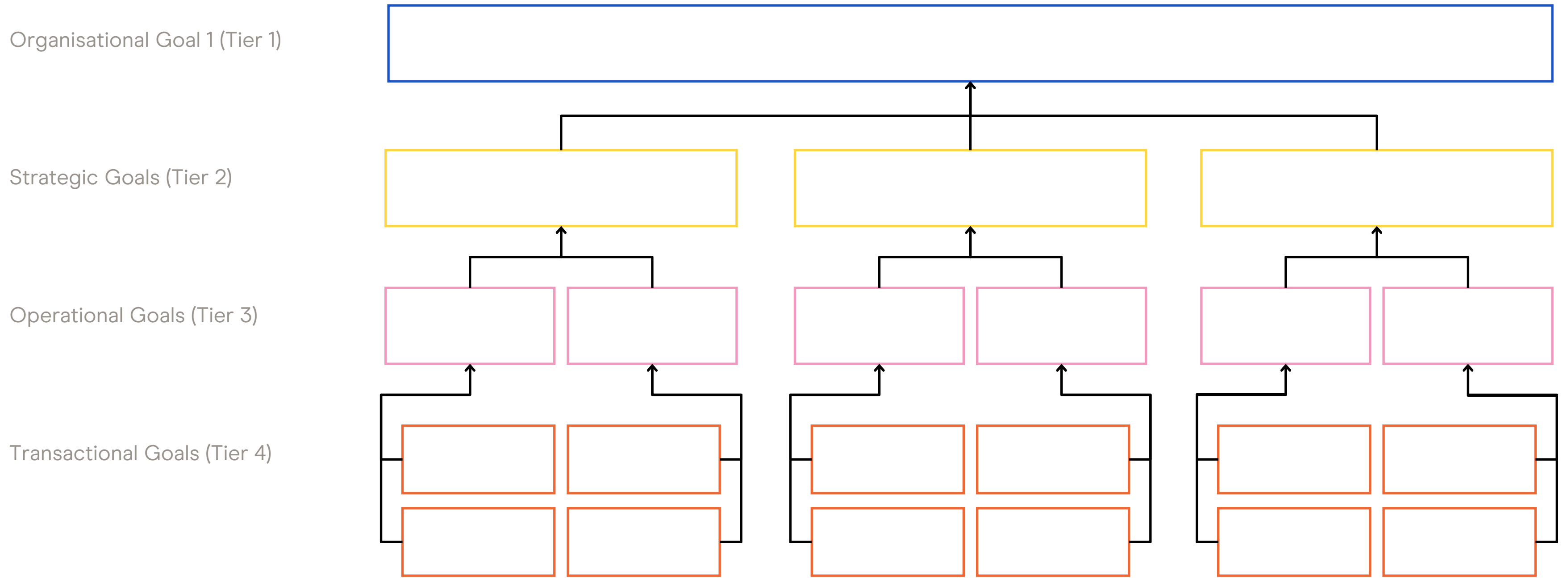
Objective & KPI tree (Acme Wind Turbines)



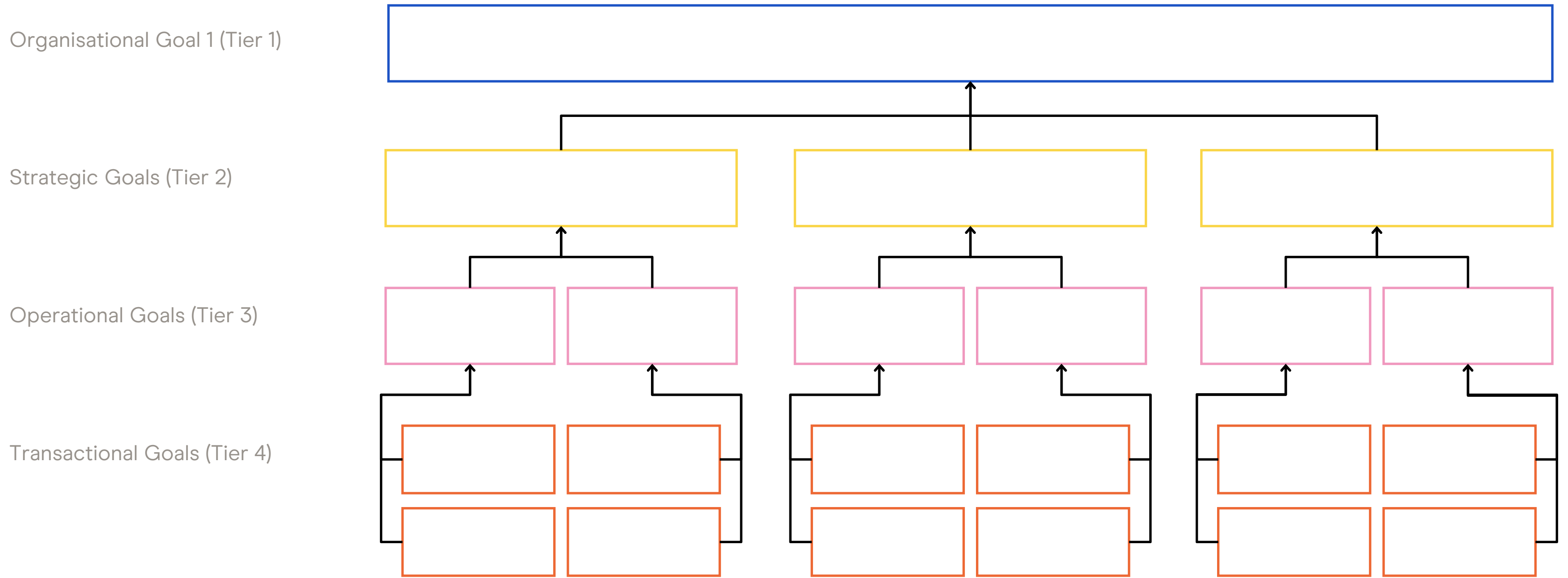
Objective & KPI Tree 1



Objective & KPI Tree 2



Objective & KPI Tree 3



Thank you

Want to continue the conversation?
Get in touch.

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