



GROUND
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ROMP GOALS, KPIS, AND MICROMETRICS



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Revenue Goals:

- What are your organization's financial objectives?
- How do you plan to increase or diversify your funding sources?
- What revenue streams are you aiming to develop or enhance?

Operations Goals:

- What are your organization's primary operational objectives?
- How do you plan to improve your service delivery or product quality?
- What processes or systems are you aiming to optimize or implement?

Marketing Goals:

- What are your organization's marketing and outreach objectives?
- How do you plan to increase your brand visibility or audience engagement?
- What channels or strategies are you aiming to leverage or develop?

People Goals:

- What are your organization's human resource and team development objectives?
- How do you plan to improve your team's skills, satisfaction, or retention?
- What initiatives or programs are you aiming to introduce or enhance?

Key Performance Indicators (KPIs):

- What are the specific metrics you will use to measure the success (drivers) of your goals?
- How will you track and analyze these KPIs to ensure you are on the right path?
- What tools or systems will you use to collect and manage this data?

Micro Metrics:

- What are the smaller, more detailed metrics (or levers) that will help you understand the nuances of your KPIs?
- How will you use these micro metrics to make informed decisions and strategic adjustments?
- What processes or protocols will you put in place to ensure these micro metrics are consistently tracked and analyzed?

Other Notes of Import :)

In addition to the above, it's important to note that KPIs need to have predictive value, meaning you can determine the outcome based on the KPIs. For example, for marketing and sales activities, the goal is revenue, and the first KPI should be the sales count, with the formula equalling revenue. For human capital activities, all organizations should measure employee retention, with possible KPIs being overall employee wellbeing and employee stay percentage.

Furthermore, KPIs can go awry if they lack specific goals, established units of measurement, or deadlines for determining success or failure. To prevent this, ensure that you do not set unrealistic goals, include critical people in setting goals, ensure KPIs are widely known and shared throughout the organization, and align KPIs with rewards and recognition. And

Always 🌟 Follow 🌟 Up 🌟

(Not doing this is where organizations fall flat.)

Lastly, always track your measurements so that you can create strategic adjustments. Goals are your past, and KPIs and micro metrics can forecast your future. Micrometrics are the levers you regularly monitor, and aligning your KPIs with reward and recognition will ensure that your team is motivated and aligned with the organization's objectives. And

Always Follow Up

(It really is the most important thing. Setting a goal and then never looking at it again helps no one.)

For more detailed information on KPI fundamentals and how they benefit your organization, please refer to our article [here](#).

How to set up a Measurement System

Goal = What	_____		
KPIs = How	_____	_____	
MMs = Why	_____	_____	_____

Who is responsible for each goal, KPI, and Micro Metric? Who will be accountable for executing it, who needs to be consulted to support it or get buy-in, and who needs to be kept informed? In the project management world, this is called RACI, and that's a topic for another day.

And one more thing, someone's KPI might be a team's goal, and their manager's micro metrics might be their KPIs, and then they have their own micro metrics to keep track of. It depends on how your organization is structured.

Does this sound daunting?

We can help. Please reach out to us at patti@groundedwithdata.com



Our Mission: To use data to shift perspectives, inspire innovation and offer human-centered solutions
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