Category

Commercial Excellence

Commercial Excellence KPIs & Performance Management System Playbook

Building a KPI system that tells you where to intervene, not just how the quarter ended

- Executive
- Intermediate
- Template Included

- Administrator
- 27 March 2021
- 3 minute(s)

Overview

A framework for building a commercial excellence KPI and performance management system — selecting leading and lagging indicators deliberately, cascading metrics consistently across organizational levels, and connecting KPI tracking to genuine performance management action, avoiding a metrics dashboard that reports without driving intervention.

Isn't tracking comprehensive commercial metrics across many

dimensions inherently better than a focused KPI set? Comprehensive tracking without prioritization can actually reduce effectiveness — a focused set of genuinely leading and lagging indicators, cascaded consistently and connected to performance management action, drives better outcomes than an overwhelming dashboard of metrics without clear prioritization or action connection.

What's the most common gap between having a KPI dashboard and

genuine performance management? No clear connection between KPI movement and specific management action — metrics get reported and reviewed, but no established process ensures a concerning KPI trend triggers defined intervention, leaving the dashboard informational rather than genuinely performance-managing.

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