



KPI Brainstorm Worksheet



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Purpose:

This worksheet is designed to help agency owners identify measurable KPIs for each role. Focusing on outcomes that align with agency goals, this worksheet prompts owners to think critically about how performance can be quantified effectively.

Instructions:

1. List the role for which you're brainstorming KPIs.
2. Brainstorm measurable KPIs that align with the desired outcomes of that role.
3. Ensure each KPI has a clear metric for measurement.

[illegible]



- Role/Position: Specify the role for which you are developing KPIs.
- Key Responsibilities: Briefly summarize the top responsibilities relevant to KPI development.
- KPIs: Create 1–3 measurable KPIs per role. Each KPI should have a quantifiable target that reflects performance (e.g., “Achieve 50% lead-to-client conversion rate”).

***Tip:* Consider metrics that directly tie to agency goals, such as revenue growth, client satisfaction, or productivity.**