

Business Key Result Areas

Sales, Income, Revenue

- The gross or top line billing/invoicing produced by all activities of your enterprise.

Community Image

- The way your organization is perceived by the social, vendor, customer and employee communities - stakeholder perceptions.

Customer/Client Satisfaction

- The policies, procedures and values that determine how and to what degree your customers/clients' needs will be satisfied.

Physical Environment

- The physical space, layout, ambiance, tools and equipment that your people work in and with.

People

- The number, positions, qualifications, pay scales, benefits, and training/development needs of your people at all levels.

Diversification

- The identification/creation/acquisition of new products, services, and or markets to ensure your organization's continued competitive viability.

Systems & Procedures

- The methods, principles and technologies used, the "way you do things", to ensure the best use of human, financial and equipment resources to generate profit and satisfy your customers.

Profit

- The net profit or surplus before tax planning efforts, produced by the efficient operation and effective administration of your enterprise.

Personal Key Result Areas

Family/Home

- Your priorities of expressing love, children's welfare and education, work time vs family time, spousal relationship, recreation, home residence...

Financial/Career

- Your view of the importance of family financial stability, budgets, job growth, mature spending habits, credit worthiness, insurance, taxes...

Mental/Educational

- Your attention to ongoing education, learning speed, professional skills, reading habits and materials, desire to learn, hobbies...

Physical/Health

- Your attitudes and behavior towards health, energy, relaxation, exercise, vacations, weight, nutrition...

Social/Cultural

- Current and desired situations with regard to friends, etiquette, poise, persuasiveness, listening skills, group interactions, humor, the arts...

Spiritual/Ethical

- Your integrity and honesty, ethics, morals, responsibility to others, religious beliefs, values, virtues...