

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...

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.