

Goals and KPIs Table

Goal	KPIs and Tracking	Key Results and Impact
E.g. Increase sales	x\$ new revenue attainment # of new customers signed and onboarded x\$ revenue growth # of customers upsold	110% revenue achievement 8 new customers onboarded, 20% below target
E.g. Delight customers	CSAT NPS # of new testimonials on website	CSAT: 85%, 5% down from last q NPS: 9/10, 1ppt up from last q 5 new case studies and 7 new testimonials