

# COMPLETING THE COMPANY SCORECARD

Follow these simple instructions to quickly clarify your company's shortcomings, any potential issues, & the ongoing financial management structure.

**Step 1:** Print out the document or use a PDF editing tool to edit the document directly.

**Step 2:** Select the top eight **items** that tell you how your company is performing this week. Consider items that involve lead generation, sales conversions, operational efficiency, customer and satisfaction, cash balances, receivables/debtors and payables/creditors.

**Step 3:** Determine what the weekly **target** should be for each item. Sometimes targets only work on a monthly basis but most can be broken into a weekly figure. We suggest using 48 weeks per year to adjust for holiday reductions.

**Step 4:** Assign an **owner** to each of the items. Somebody needs to accept the responsibility for achieving the target to instigate accountability.

Difficulties in assigning an owner indicates other issues around the clarity of roles or job descriptions within your company.

**Step 5:** Ensure the accountable owner can get the **data** required to input the performance figure, and that there is clarity around what that figure means. It is critical the figure is an accurate and clearly-defined Key Performance Indicator (KPI).

**Step 6:** Begin using the scorecard at weekly management meetings. When targets are not hit, you as the leader need to decide the best method and timeframe for resolving the performance issue. Sometimes the missed figure is merely a negative week with plenty of positive weeks around it. At other times, a pattern will emerge, suggesting an ongoing issue that needs to be addressed. In either case, the performance figure is visible and the business leader is able to clearly see how the company is performing, and ascertain and address issues sooner and from an informed position.

STATUS	OWNER	ITEM	TARGET	Q3 WEEK 6	Q3 WEEK 5	Q3 WEEK 4	Q3 WEEK 3	Q3 WEEK 2	Q3 WEEK 1
	Bob	Weighted Pipeline   Current	\$3M	\$2.8M	\$2.9M	\$3.1M	\$3.0M	\$3.1M	\$3.0M
	Bob	New Proposal Submitted   Week	3	4	2	3	5	2	3
	Bob	Contracted Sales   Week	\$100,000	\$123,000	\$88,000	\$104,000	\$79,000	\$113,000	\$91,000
	Jane	Revenue Recognition Forecast   Monthly	450,000	450,000	450,000	420,000	420,000	420,000	420,000
	Mary	NET Promoter Score   Current	>90	92.55	92.65	91.46	92.55	92.78	93.1
	Jane	Cash + Working Capital   Current	\$1,950,000	\$1,970,345	\$1,960,234	\$2,001,289	\$2,201,312	\$2,100,439	\$2,011,008
	John	Debtor Days - updated weekly	<45	55	55	48	48	48	48
	John	Gross Profit - updated monthly	42%	41.80%	41.80%	43.00%	43.00%	43.00%	43.00%

You should now have a plan for obtaining an effective scorecard. We hope this motivates you to take action and enjoy the benefits that come from seeing problems early. We are standing by to help you with any questions you may have on your journey.

Follow our step-by-step guide in completing your own Company Scorecard for greater clarity of your company's performance

STATUS	OWNER	ITEM	TARGET	Q3 WEEK 6	Q3 WEEK 5	Q3 WEEK 4	Q3 WEEK 3	Q3 WEEK 2	Q3 WEEK 1