KPI Dashboard Template / Starter

Defining and tracking the core numbers that actually indicate how the business is doing.

Step 1: Pick A Small Number Of Real KPIs

Choose 5–8 metrics that genuinely reflect business health.

KPI	CURRENT VALUE	TARGET	OWNER	REVIEW FREQUENCY

Categories To Consider

- [ ] Financial (revenue, margin, cash flow)
- [ ] Customer (satisfaction, retention, acquisition cost)
- [ ] Operational (on-time delivery, error rate, capacity utilization)
- [ ] People (turnover, engagement, time to hire)

Step 2: Define Each KPI Clearly

Write down exactly how it's calculated. Ambiguous definitions lead to arguments about the numbers instead of decisions based on them.

Step 3: Set A Review Rhythm

1. Which KPIs get reviewed weekly versus monthly versus quarterly?
2. Who's in the room when they're reviewed?
3. What happens when a KPI is off track?

Common Mistakes

- [ ] Tracking too many metrics, so nothing gets real attention
- [ ] KPIs that don't actually connect to a decision anyone would make differently
- [ ] No target, so there's no way to know if a number is good or bad

Before Finalizing

- [ ] Every KPI has a clear owner
- [ ] Every KPI has a specific target
- [ ] The list is short enough to actually review consistently