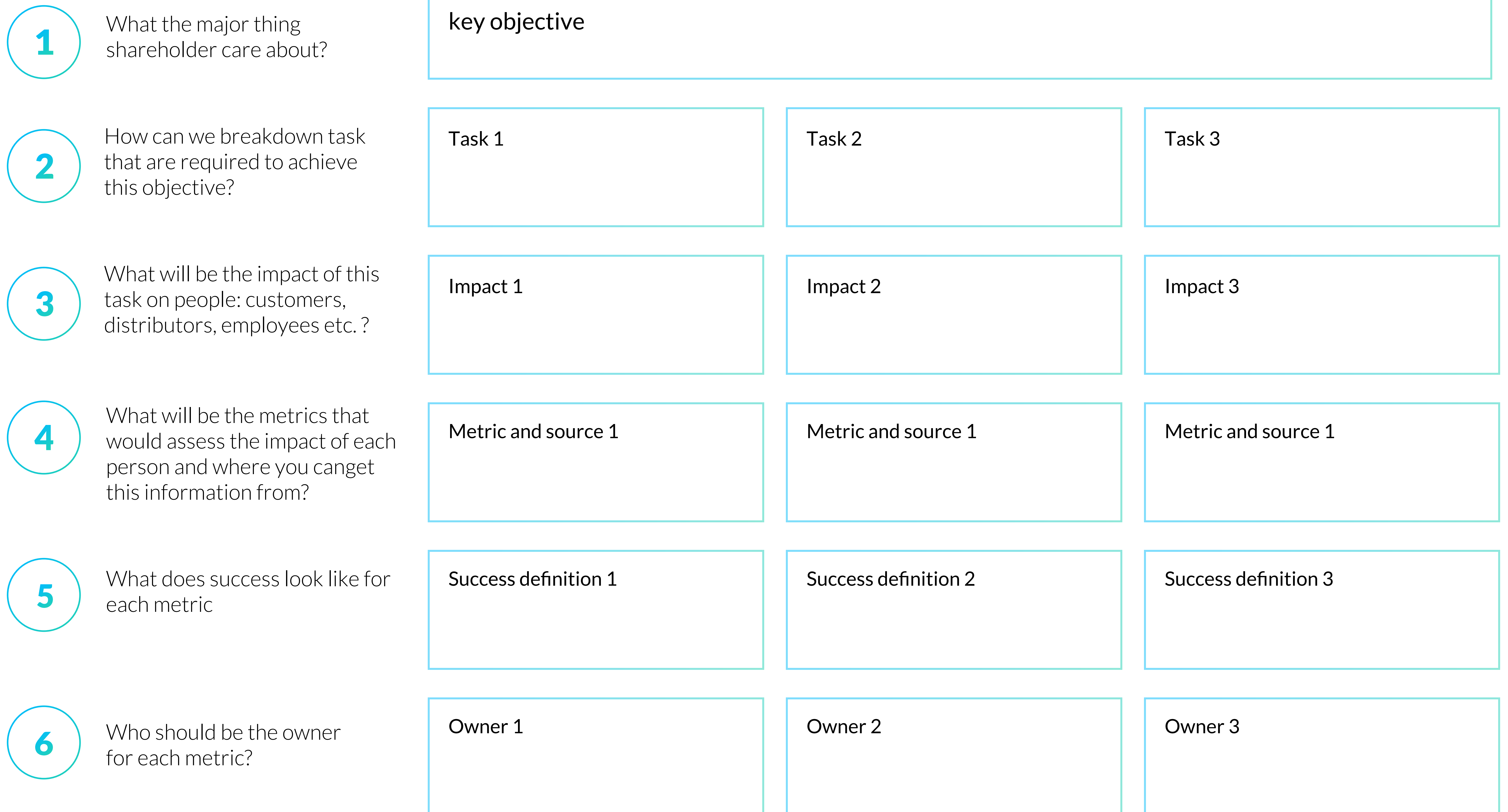


# KPI/KEI-Tree diagram



## With the Tree diagram template go to define your KPI/KEIs through 6 steps:

- 1** Build a Tree diagram around each important business objective.
- 2** Define tasks. Look at the activities you need to undergo to achieve the objective.  
Task examples: capture revenue and loyalty (increase market share/brand equity/number of new customers), reduce cost to serve (increase productivity; decrease cost of operations), improve satisfaction (increase service quality; reduce response time; accurate order placement).
- 3** Define who it will impact. For each of the tasks, look at the people that this will impact.  
Example : if you need to increase market share, who do you need to steal from?
- 4** Determine which metrics to use. There is often an array of metrics you can use to qualify success.  
The key thing is to assess which metric best demonstrates value to the business/ industry.  
However, it is also important for you to understand what qualitative/quantitative measures can feasibly be measured by the business.  
Examples : Capture revenue and loyalty (brand recall; conversion rate; pages per visit); Reduce cost to serve (cost of sale/ interaction; acquisition/retention); Improve satisfaction (NPS; emotion scoring).
- 5** Quantify success. Once you have the metrics, determine what success and failure look like. You need:  
The formula for how you will measure your KPI/ KEI  
Understand what the “as is” state is – this can be done through previous reports, systems, annual reports, surveys  
Define what success and what failure is.
- 6** Assign an owner. To ensure there is accountability around success, define responsible for achieving each of the objectives.