- No Effect
1 - Week Effect
3 - Medium Effect
9 - Strong Effect

Construct and KPI/NFIs	Sales	Total Allocated Costs	Weekly Account Generation Rate	Customer Product Rationalization	Technology	Total Allocated Costs	NFV Training Services	Customer Satisfcation Survey Response Rate	Marketing	Total Allocated Costs	Conversion Rates	Lending & Acquisitions	Business Acquisition Rate	Net Revenue / Company	Cash Flow / Company	Admin / HR	External Employee Retention Rate	External Employee Survey Response Rate	ABC / Allocated Cost Accounting	Metric	Current Level	Target for Vision	1-Year Target	2-Year Target	Who Monitors	Who Owns	Update Period
Profitable Growth																											
Net Revenue		9	9	3		9		9		9			9	9	9				3	$ Net Revenue	$0.00	$25,000,000	$115,000	$600,000	Zack	Jerod	Annual
Cash Flow			9										9	9	9					Cash Flow	$0.00	$50,000,000	$850,000	$3,000,000	Zack	Jerod	Annual
Businesses Acquired			9										9	9	9					# of Businesses Acquired	$0.00	50	2	5	Zack	Jerod	Annual
Customer Satisfaction																											
Customer Satisfaction Index			1				9	9												% Customers indicating that they were Satisfied or Very Satisfied	N/A	95%	95%	95%	Zack	Jerod	Annual
Market Expertise																											
Market Growth Potential Realized				3			3				9									% of indentified potential market that is captured	0%	75%	10%	20%	Jason	Jerod	Annual
Employee Empowerment																											
Internal Empowered Employees							3	3											1	% Internal Employees who Agree or Strongly Agree they are empowered	0%	100%	100%	100%	Zack	Jerod	Annual
External Empowered Employees							3										9	3		% External Employees who Agree or Strongly Agree they are empowered	0%	90%	90%	90%	Zack	Jerod	Annual

Metric	Current Level	1-Year Target	2-Year Target	Who Owns	Update Period
$ Deviated from Budget	$0	$0	$0	Jason	Quartly
# of Accounts / Week	0	5	5	Jason	Monthly
Avg. $ Net Revenue per Service				Zack	Annual
$ Deviated from Budget	$0	$0	$0	Brian	Quartly
% of employees trained on services	0%	100%	100%	Brian	Quartly
% of Clients Responding to Surveys	75%	75%	75%	Brian	Quartly
$ Deviated from Budget	$0	$0	$0	Kelly	Quartly
% of leads turned into accounts	0%	50%	50%	Kelly	Quartly
Annual # of Businesses Acquired	0	2	3	Jerod	Quartly
$ Net Revenue / Company	$0	$100,000	$150,000	Jerod	Quartly
Avg. Cash Flow per Company	$0	$500,000	$600,000	Jerod	Quartly
Annual Turnover Rate / Company	0%	5%	5%	Amanda	Quarterly
% of External Employee's Responding to Surveys	0%	5%	5%	Amanda	Quarterly
% of Activity Tracked	0%	100%	100%	Zack	Annual