

Section	Indicator	Metric	Target	Performance		Data Source	Reporting Period	Frequency	Comments
				Actual	Variance				
I. Strategic Initiatives	Strategic Initiative 1	Strategic Initiative 1 Metric	Strategic Initiative 1 Target	% of Strategic Initiative 1	100%	100%	100%	100%	Strategic Initiative 1 is on track.
				% of Strategic Initiative 1	95%	5%	95%	5%	Strategic Initiative 1 is slightly behind.
				% of Strategic Initiative 1	90%	10%	90%	10%	Strategic Initiative 1 is significantly behind.
				% of Strategic Initiative 1	85%	15%	85%	15%	Strategic Initiative 1 is severely behind.
				% of Strategic Initiative 1	80%	20%	80%	20%	Strategic Initiative 1 is critically behind.
				% of Strategic Initiative 1	75%	25%	75%	25%	Strategic Initiative 1 is in jeopardy.
				% of Strategic Initiative 1	70%	30%	70%	30%	Strategic Initiative 1 is at risk.
				% of Strategic Initiative 1	65%	35%	65%	35%	Strategic Initiative 1 is failing.
				% of Strategic Initiative 1	60%	40%	60%	40%	Strategic Initiative 1 is collapsing.
				% of Strategic Initiative 1	55%	45%	55%	45%	Strategic Initiative 1 is disintegrating.
				% of Strategic Initiative 1	50%	50%	50%	50%	Strategic Initiative 1 is in ruins.
				% of Strategic Initiative 1	45%	55%	45%	55%	Strategic Initiative 1 is a wasteland.
				% of Strategic Initiative 1	40%	60%	40%	60%	Strategic Initiative 1 is a desolate wasteland.
				% of Strategic Initiative 1	35%	65%	35%	65%	Strategic Initiative 1 is a barren wasteland.
				% of Strategic Initiative 1	30%	70%	30%	70%	Strategic Initiative 1 is a charred wasteland.
II. Operational Efficiency	Operational Efficiency 1	Operational Efficiency 1 Metric	Operational Efficiency 1 Target	% of Operational Efficiency 1	100%	100%	100%	100%	Operational Efficiency 1 is optimal.
				% of Operational Efficiency 1	95%	5%	95%	5%	Operational Efficiency 1 is good.
				% of Operational Efficiency 1	90%	10%	90%	10%	Operational Efficiency 1 is fair.
				% of Operational Efficiency 1	85%	15%	85%	15%	Operational Efficiency 1 is poor.
				% of Operational Efficiency 1	80%	20%	80%	20%	Operational Efficiency 1 is very poor.
				% of Operational Efficiency 1	75%	25%	75%	25%	Operational Efficiency 1 is unacceptable.
				% of Operational Efficiency 1	70%	30%	70%	30%	Operational Efficiency 1 is inadequate.
				% of Operational Efficiency 1	65%	35%	65%	35%	Operational Efficiency 1 is insufficient.
				% of Operational Efficiency 1	60%	40%	60%	40%	Operational Efficiency 1 is deficient.
				% of Operational Efficiency 1	55%	45%	55%	45%	Operational Efficiency 1 is lacking.
				% of Operational Efficiency 1	50%	50%	50%	50%	Operational Efficiency 1 is missing.
				% of Operational Efficiency 1	45%	55%	45%	55%	Operational Efficiency 1 is absent.
				% of Operational Efficiency 1	40%	60%	40%	60%	Operational Efficiency 1 is nonexistent.
				% of Operational Efficiency 1	35%	65%	35%	65%	Operational Efficiency 1 is undetectable.
				% of Operational Efficiency 1	30%	70%	30%	70%	Operational Efficiency 1 is invisible.
III. Financial Performance	Financial Performance 1	Financial Performance 1 Metric	Financial Performance 1 Target	% of Financial Performance 1	100%	100%	100%	100%	Financial Performance 1 is excellent.
				% of Financial Performance 1	95%	5%	95%	5%	Financial Performance 1 is very good.
				% of Financial Performance 1	90%	10%	90%	10%	Financial Performance 1 is good.
				% of Financial Performance 1	85%	15%	85%	15%	Financial Performance 1 is fair.
				% of Financial Performance 1	80%	20%	80%	20%	Financial Performance 1 is poor.
				% of Financial Performance 1	75%	25%	75%	25%	Financial Performance 1 is very poor.
				% of Financial Performance 1	70%	30%	70%	30%	Financial Performance 1 is unacceptable.
				% of Financial Performance 1	65%	35%	65%	35%	Financial Performance 1 is inadequate.
				% of Financial Performance 1	60%	40%	60%	40%	Financial Performance 1 is insufficient.
				% of Financial Performance 1	55%	45%	55%	45%	Financial Performance 1 is deficient.
				% of Financial Performance 1	50%	50%	50%	50%	Financial Performance 1 is lacking.
				% of Financial Performance 1	45%	55%	45%	55%	Financial Performance 1 is missing.
				% of Financial Performance 1	40%	60%	40%	60%	Financial Performance 1 is absent.
				% of Financial Performance 1	35%	65%	35%	65%	Financial Performance 1 is nonexistent.
				% of Financial Performance 1	30%	70%	30%	70%	Financial Performance 1 is undetectable.
IV. Customer Satisfaction	Customer Satisfaction 1	Customer Satisfaction 1 Metric	Customer Satisfaction 1 Target	% of Customer Satisfaction 1	100%	100%	100%	100%	Customer Satisfaction 1 is perfect.
				% of Customer Satisfaction 1	95%	5%	95%	5%	Customer Satisfaction 1 is excellent.
				% of Customer Satisfaction 1	90%	10%	90%	10%	Customer Satisfaction 1 is very good.
				% of Customer Satisfaction 1	85%	15%	85%	15%	Customer Satisfaction 1 is good.
				% of Customer Satisfaction 1	80%	20%	80%	20%	Customer Satisfaction 1 is fair.
				% of Customer Satisfaction 1	75%	25%	75%	25%	Customer Satisfaction 1 is poor.
				% of Customer Satisfaction 1	70%	30%	70%	30%	Customer Satisfaction 1 is very poor.
				% of Customer Satisfaction 1	65%	35%	65%	35%	Customer Satisfaction 1 is unacceptable.
				% of Customer Satisfaction 1	60%	40%	60%	40%	Customer Satisfaction 1 is inadequate.
				% of Customer Satisfaction 1	55%	45%	55%	45%	Customer Satisfaction 1 is insufficient.
				% of Customer Satisfaction 1	50%	50%	50%	50%	Customer Satisfaction 1 is deficient.
				% of Customer Satisfaction 1	45%	55%	45%	55%	Customer Satisfaction 1 is lacking.
				% of Customer Satisfaction 1	40%	60%	40%	60%	Customer Satisfaction 1 is missing.
				% of Customer Satisfaction 1	35%	65%	35%	65%	Customer Satisfaction 1 is absent.
				% of Customer Satisfaction 1	30%	70%	30%	70%	Customer Satisfaction 1 is nonexistent.
V. Innovation & Growth	Innovation & Growth 1	Innovation & Growth 1 Metric	Innovation & Growth 1 Target	% of Innovation & Growth 1	100%	100%	100%	100%	Innovation & Growth 1 is revolutionary.
				% of Innovation & Growth 1	95%	5%	95%	5%	Innovation & Growth 1 is groundbreaking.
				% of Innovation & Growth 1	90%	10%	90%	10%	Innovation & Growth 1 is innovative.
				% of Innovation & Growth 1	85%	15%	85%	15%	Innovation & Growth 1 is creative.
				% of Innovation & Growth 1	80%	20%	80%	20%	Innovation & Growth 1 is original.
				% of Innovation & Growth 1	75%	25%	75%	25%	Innovation & Growth 1 is novel.
				% of Innovation & Growth 1	70%	30%	70%	30%	Innovation & Growth 1 is unique.
				% of Innovation & Growth 1	65%	35%	65%	35%	Innovation & Growth 1 is fresh.
				% of Innovation & Growth 1	60%	40%	60%	40%	Innovation & Growth 1 is new.
				% of Innovation & Growth 1	55%	45%	55%	45%	Innovation & Growth 1 is different.
				% of Innovation & Growth 1	50%	50%	50%	50%	Innovation & Growth 1 is unusual.
				% of Innovation & Growth 1	45%	55%	45%	55%	Innovation & Growth 1 is uncommon.
				% of Innovation & Growth 1	40%	60%	40%	60%	Innovation & Growth 1 is rare.
				% of Innovation & Growth 1	35%	65%	35%	65%	Innovation & Growth 1 is exceptional.
				% of Innovation & Growth 1	30%	70%	30%	70%	Innovation & Growth 1 is extraordinary.