

Creating meaningful Weekly Metrics allows your leadership team to steer the ship of your business in virtually real time. Measuring key performance activities weekly prevent you from falling behind and achieve your most important Outcomes each quarter.

Function	Owner	Outcomes	Metrics	Target/Week	Results	Meter	Won? (Y/N)
VISIONARY	Emilia	# of followers Market share Market cap	# of big relationships touched	3	4		Y
			# of talks, interviews, blogs	2	1		N
OPERATOR	Benjamin	Profit Cash flow	# of coaching conversations	5	5		Y
			# of talent prospect conversations	2	3		Y
MARKETING	Paula	Lead flow Social media engagement Brand awareness	# of qualified leads	4	2		N
			# of content pieces distributed	3	3		Y
SALES	Istvan	Sales revenue New logos acquired	# of proposals issued	3	2		N
			\$ of new MRR contracted	\$5,000	\$5,500		Y
ENGINEERING	Sandor	Regular new releases Happy users	# of open tickets	<=5	2.5%		Y
			Staff utilization %	80%	75%		N
DELIVERY	Samantha	Gross profit Growing existing customers	# of hours billed	600	625		Y
			# of business reviews	2	0		N
FINANCE/ADMIN	Julie	Quickbooks is accurate & up to date Helpful and updated Scoreboards	\$ of invoices issued	\$160,000	\$180,000		Y
			Receivable days	30	42		Y
<b>Won the Week?</b>							9/5

Source: Steve Preda, Gregory Cleary: *Pinnacle - Five Principles...* (Amershire Publishing, Glen Allen, Virginia, 2022)

## Scoreboard Sketcher™ exercise

1. What are the most important Outcomes in your Leadership Function? Jot them down in the Outcomes column below.
2. What are 1-2 weekly repeatable and measurable activities, consistently executed, will likely result in great performance for your Function? List them under the Metric column.
3. What is the weekly target you could set and keep constant for the next quarter? (Constant targets are more easily tracked than ones that change week-to-week.)
4. Set a goal of how many Metrics you need to hit to "win the week". 2/3rd to 3/4th is a good target which keeps your team accountable with room to push the envelope.

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<b>Won the Week?</b>							/