Template for Designing Key Performance Indicators

	KPI 1	KPI 2
Strategic Goal: Name the strategic objective (from the strategy map), which is being assessed with this indicator.		
Audience / Access: Name the key audience for this indicator and clarify who will have access rights to it.		
Key Performance Question(s): Name the performance question(s) this indicator is helping to answer.		
How will and won't this indicator be used? Describe how the insights this indicator generates will be used and outline how this indicator will not be used.		
Indicator Name: Pick a short and clear indicator name.		
Data Collection Method: Describe how the data will be collected.		

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Assessment / Formula / Scale:

Describe how performance levels will be determined. This can be qualitative, in which case the assessment criteria need to be identified, or it can be numerical or using a scale, in which case the formula or scales with categories need to be identified.

Targets and Performance Thresholds:

Identification of targets, benchmarks, and thresholds for traffic lighting.

Source of Data:

Describe where the data will come from.

Data Collection Frequency:

Describe how frequently is this indicator will be collected. If possible, include a forward schedule.

Reporting Frequency:

Outline how frequently this indicator will be reported to the different audiences (if applicable).

Data Entry:

Name the person or role responsible for collecting and updating the data?

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Expiry / Revision Date:

Identify the date until when this indicator will be valid to or when it will have to be revised.

Validate your KPI

How much will it cost?:

Estimate the costs incurred by introducing and maintaining this indicator.

How complete is this indicator?:

Briefly assess how well this indicator is helping to answer the associated key performance question and identify possible limitations

Possible unintended consequences:

Briefly describe how this indicator could influence the wrong behaviors or how people could cheat on this KPI. Briefly

Extra Notes