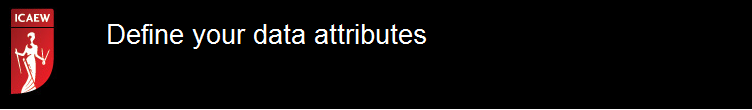
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| **Author** |  | **Date** |  |
| **Company** |  | **SBU** |  |
| **Issued to** |  | **Version** |  |

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| **Defining data attributes** |
| Without a detailed analysis of data attributes, KPIs are unlikely to be accepted or used consistently across the organisation.  There is also a risk that underlying performance issues will be neglected in favour of discussions about data quality and different sources of data.  **Use this template to:**   1. Define the data attributes for **each** Key Performance Indicator (KPI) that you need. 2. Develop a common understanding of key data attributes. 3. Brief your IT department (when resources are applied to automating the collection, storing and reporting of data).   **How to complete this template**  Each question below has indicative answers that demonstrate how the questions could be answered for two representative KPIs – ‘net profit’ and ‘net promoter score’.  These are given purely to illustrate the process. So to complete this template you should type over these example answers for whichever KPIs you are defining.  Note that all questions will need to be addressed for each KPI and, as you may need to define a number of KPIs, you may find it easier to set this up as a spreadsheet, with questions along one axis and KPIs along the other. |

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| **1. Your strategic objective** |
| **What is/are the strategic objectives that are being assessed with this KPI?** |

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| **2. Key performance question(s)** |
| **Decide on the question(s) that this indicator is helping to answer.** |

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| **3. Ownership / the person(s) responsible** |
| **Identify the person(s) or function(s) responsible for the measured strategic objective.** |

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| **4. Indicator name** |
| **Pick a short, clear and descriptive indicator name.** |

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| **5. Data collection method** |
| **Describe how the data will be collected** |

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| **6. Assessment , formula and 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. |

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| **7. Targets and performance thresholds** |
| **Identify the targets, benchmarks, and thresholds for traffic lighting.** |

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| **8. Source of data** |
| **Describe where the data will come from.** |

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| **9. Frequency** |
| **Describe how frequently this indicator will be collected.**  **If possible, include a forward schedule.** |

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| **10. Data entry** |
| **Name the person or role responsible for collecting and updating the data?** |

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| **11. Reporting and notification – audience/access** |
| **Name the key audience for this indicator and clarify who will have access rights to it.** |

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| **12. Reporting frequency** |
| **Outline how frequently this indicator will be reported to the different audiences (if applicable).** |

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| **13. Reporting formats** |
| **Describe how the performance indicator will be presented (numerical, graphical, narrative formats).**  Use whatever visual representation will most clearly communicate your insight. |

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| **14. Expiry/revision date** |
| **Identify the date until when this indicator will be valid to, or when it will have to be revised.** |

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| **15. How much will it cost?** |
| **Estimate the costs incurred by introducing and maintaining this indicator.** |

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| **16. How good is this indicator?** |
| **Briefly assess how well this indicator is helping to answer the associated key performance question and identify any possible limitations.** |

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| **17. What level of analysis should be provided?** |
| **Indicate the measure/metrics that are to be made available at business unit level, company level or only at consolidated level.** |

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| **18. Who will provide commentary?** |
| **Indicate who should provide the commentary that accompanies the data submission.** |

**END**

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