

KRA and KPI PLANNER						
KRA are the Key Result Areas – Which defines the main fields where the results will be reflected. Whereas KPI are the Key Performance Indicators – which shows how far the results are achieved. This helps to understand the overall progress of the particular field.						
MY GOAL						
To earn profits of Rs.2,00,000 per month from January 2016 by selling premium websites using online marketing and referrals, through current and past inquiries and requesting existing clients to give references.						
Key Result Areas	Key Performance Indicator/s	Performance	Benchmark	Result	Base Index	Result
KRA	KPI related to that KRA	Actual figures showing the performance	What is the ideal/ Industry Standard KPI to achieve	Compared to benchmark how is the performance?	Reference from the last point of KPI e.g. Last month/year/week	Compared to base-index how is the performance?
Lead Generation	Total Sales-Qualified Leads generated	8 (Today)	10 per day	-20% DOWN	4 per day (Last Week)	+200% UP
	Conversion Rate					
	Cost of Acquisition					
Profitability	Net revenue per customer					
	Net revenue for the year					
	Turnover To Profit Ratio / Margin					
Customer Satisfaction	Repeat Sales Revenue					
	References given by customers					
Work-place Happiness	Employee Attrition Rate					
	New joining by Employee references					
Financial Position	Operating Cash Flow – OCF					
	Cash Reserves and Surplus					
Market Position	Ranking in the market					
	Awards Received					
Missing Links						
KRA	Choosing your KRAs and KPIs carefully is very important. Make sure to choose only the data that MATTERS while achieving your goal and help you to take decision about next steps. It is possible that you may get blown away from your goal if stuck with too much of data.					
KPI	KPI must be linked to a Benchmark and Past Performance to understand the exact position, and to understand if the performance is improving or decreasing.					