

WHAT DOES GOOD LOOK LIKE?

How to Build a Scorecard That Makes Performance Measurable

TURN AN EXPECTATION INTO SOMETHING MEASURABLE

You cannot hold someone accountable to an expectation you have not clearly defined. Use this page to turn one important responsibility into something you can actually measure and coach.

THE FRAMEWORK



1 BUILD ONE FOR YOUR BUSINESS

ROLE | Who are you thinking about?

RESPONSIBILITY | What is one important thing this person owns?

OUTCOME | What should happen if they do this well?

METRIC | What could you measure that would tell you whether the outcome is happening?

01

BASELINE

Where are we now?

☐ Yes

Current baseline: _____

☐ No

What do you need to start tracking?

TRACK BEFORE BASELINE:

How long will you track it before establishing a baseline?

☐ 30 Days ☐ 60 Days ☐ 90 Days ☐ Other: _____



02

TARGET

Where are we going?

☐ Yes

Target: _____

☐ Not Yet

I will establish the target after I understand the baseline.

*Clear starting point.
A stronger finish.*

Quick Reference: Leading vs. Lagging

- Leading indicators tell us whether we're doing the things likely to create the result.
- Lagging indicators tell us whether we actually got the result.



LEADING INDICATORS

Are we doing the things likely to create the result?

- Sales Calls Completed
- Quality Checklists Completed
- Quotes Followed Up
- Training Completed
- Preventative Maintenance Completed



LAGGING INDICATORS

Did we get the result?

- Revenue
- Profit
- Callback Rate
- Customer Complaints
- Projects Completed On Time



FOR YOUR METRIC

Is the metric you selected: ☐ Leading ☐ Lagging ☐ Not Sure Yet

If it is lagging, what could you measure earlier that might help influence the result?

2 BUILD YOUR SCORECARD

Start with 3 to 5 meaningful metrics, not 37 KPIs.

YOU DO NOT NEED 37 KPIs. For most roles, start with 3 to 5 meaningful metrics.

ROLE: _____

OUTCOME	METRIC	BASELINE	TARGET	FREQUENCY

3 BUILD THE TRACKING SYSTEM

A scorecard only works if you actually see it.

HOW WILL THE DATA BE COLLECTED?

- ☐ Dashboard ☐ Automated Report
- ☐ System Generated Report ☐ Assigned Owner
- ☐ Other: _____

HOW OFTEN WILL YOU REVIEW IT?

- ☐ Weekly ☐ Biweekly ☐ Monthly
- ☐ Other: _____

CAN ANY OF THIS BE AUTOMATED?

4 MAKE THE SCORECARD COACHABLE

Define status, diagnose red numbers, and commit to a review rhythm.

DEFINE THE STATUS



ON TRACK



NEEDS ATTENTION



OFF TRACK

WHEN A NUMBER GOES RED

A RED NUMBER IS A QUESTION, NOT A VERDICT.

CLARITY

Is the expectation clear?

SKILL

Do they know how to achieve it?

ROLE FIT / ENERGY

Are they capable but consistently drained or misaligned?

PROCESS

Is the system making success unnecessarily difficult?

RESOURCES

Do they have what they need?

ACCOUNTABILITY

Do they understand the expectation and have the tools, but still are not executing?

5 MY COMMITMENT

One metric I will begin tracking:

I will begin tracking it on:

The first role I will build a complete scorecard for:

Measure first. Manage second.