



# Cultivate Advisors®

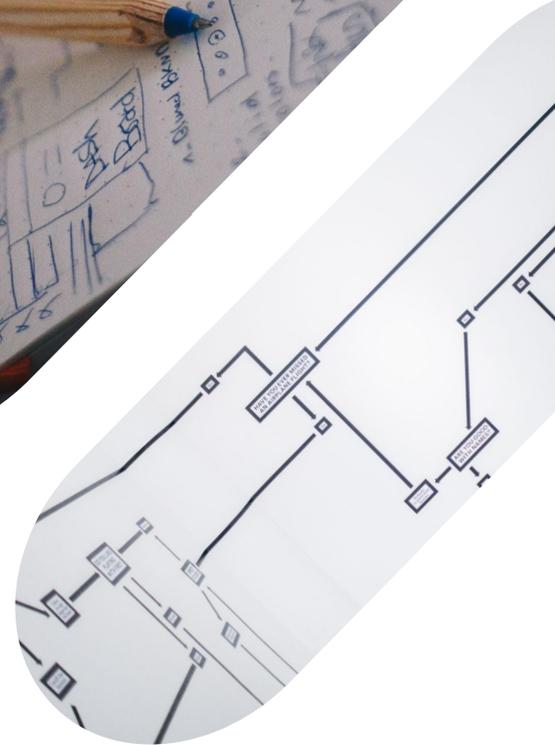
## KPI Deep Dive

Business Skill Workshop Series



# SYTA

The Voice of Student & Youth Travel®



Cultivate Advisors®

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**Hello! I'm  
Deborah Snyder**

Relationship Manager



Cultivate Advisors™



## Our Mission:

To partner with committed entrepreneurs in propelling their businesses beyond expectations

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# Why We're Here

**Purpose:** Do a deep dive into KPI development

**Outcomes:**

1. Set your own KPI's for 2023
2. Start to think through initiatives to reach those KPI's

**KPI's  
FOR 2023**



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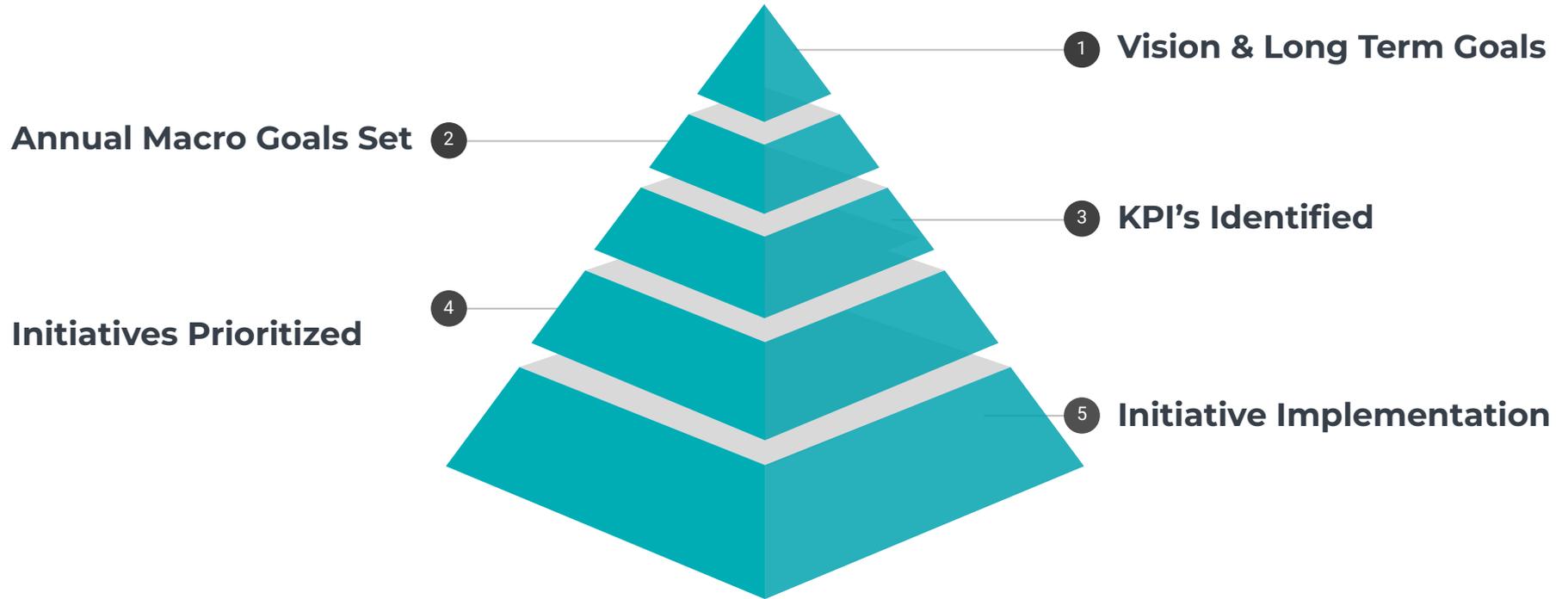
# Hello! I'm Andrea Ross

Business Advisor



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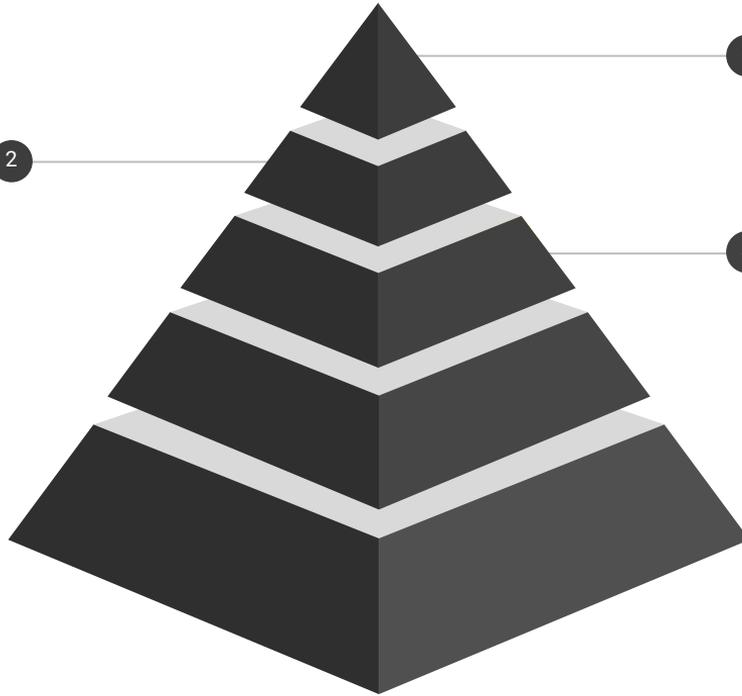
# Planning Workshop



# Planning Workshop

## Annual Macro Goals Set

What are the three most important metrics you need to hit this next year?



## Vision & Long Term Goals

Why are you doing this? What do you want in the next 3, 5 and 10 years?

## KPI's Identified

Push through the micro plans in all areas of the business. What are the key performance indicators?

# Find Your Leading Indicator (KPI)

**Revenue Goal:** \$400,000

**Actionable Goal:** Sell 106,382 Cups

- Open 8.5 Months = 12,515 Cups / Mo.
- Open 37 Weeks = 2,875 Cups / Wk.
- Open 260 Days a Year = 410 / Day
- Open 10 Hours a Day = 41 / Hour
- 60 Minutes in Hour = 1 per 1.46 Min.

**Open 260 Days a Year = 410 / Day**  
Average Purchase = 1.87 Cups  
**# of Patrons = 219 / Day**



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# Where to Identify KPI's

## FINANCIALS is the ENGINE

### GROWTH SIDE

- SALES
- MARKETING

### CAPACITY SIDE

- RECRUITING
- LEADERSHIP

### COLLECTIVELY

- PRODUCTIVITY



# Propellers

- **Sales:**
  - Connect revenue to sales conversions
  - Determine leads required
- **Marketing:**
  - Connect leads to lead sources
  - Allocate marketing budget
- **Leadership:**
  - Identify staff needs
  - Build out needs for current staff
- **Recruiting:**
  - Pull in staff needs
  - Predict attrition
  - Process metrics to establish bench





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# Andrea Ross

Business Advisor

Let us help

# Free Advising Session

A WORLD  
MADE BETTER BY  
ENTREPRENEURS

# THANK YOU!

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## Questions?