Hello! I’m Deborah Snyder
Relationship Manager
Our Mission:

To partner with committed entrepreneurs in propelling their businesses beyond expectations
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
Hello! I’m Andrea Ross
Business Advisor
Planning Workshop

1. Vision & Long Term Goals
2. Annual Macro Goals Set
3. KPI's Identified
4. Initiatives Prioritized
5. Initiative Implementation
Planning Workshop

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?

Annual Macro Goals Set
What are the three most important metrics you need to hit this next year?
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
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
Andrea Ross
Business Advisor
Let us help

Free Advising Session
THANK YOU!
deborah@cultivateadvisors.com

Questions?