

Financial training For non financial staff



The financial training specialists

Non-financial KPIs (Budgeting, Cashflow, Profit)

KPIs (Key Performance Indicators) are important. If we get them right, everything else will follow. So we measure our KPIs.

In my small business I have 3 financial KPIs: booked sales; the number of booked days; and cash reserves. These tell me how much work I've got, whether it's the right quality of work; and how resilient my cashflow is.

I record them on my office whiteboard, so they're constantly in sight.

But my KPIs don't happen by themselves. So I need to be clear about what drives them, about what I need to be doing to ensure my financial KPIs come out good.

And most of these aren't financial things I need to do.

As my KPIs are largely sales focussed, marketing is important. So my business goals for the year include marketing goals. These are on my whiteboard for the year; for this month; this week; and today's to-do list. So another KPI is the presence of daily marketing activities on my to-do list.

My daily rate is a financial KPI, so I have to ensure I'm doing the things that make me value for money for my clients. The delivery of these annual goals needs measuring in the same way as my marketing activities.

So what are your financial KPIs? How do you measure them, and communicate them to your team?

But more importantly, what are the things you need to do to achieve these KPIs? How do you measure these, and communicate these to your team?