

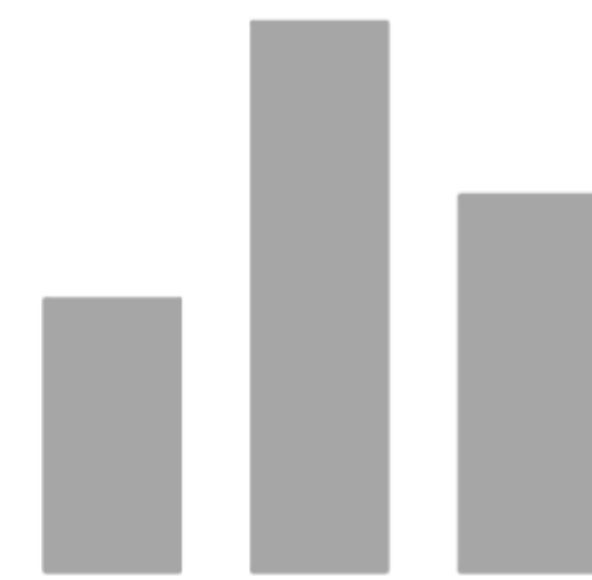
## Direction of Improvement

Chose an Action Verb that communicates the direction of the desired improvement!



## Performance Metric

The metric or KPI that will be impacted by the desired business outcome!  
(e.g. booked revenue, field incident rate, cost, time, CTR, CAC, TCO, ...)



## Object of Control

The matter to be addressed to improve business outcomes!  
(e.g. cash flow, visitor attention, employee feedback, ...)



## Contextual Clarifier

The circumstances under which the outcome shall be achieved!  
(e.g. with a specific product, in a particular geo, by a specific organisation, ...)



## Directional Verbs:

### Increase

Use, when you want to increase the metric or the associated KPI!

increase, improve, raise, grow, expand, maximize

### Decrease

Use, when you want to decrease the metric or the associated KPI!

decrease, reduce, shrink, condense, minimize