

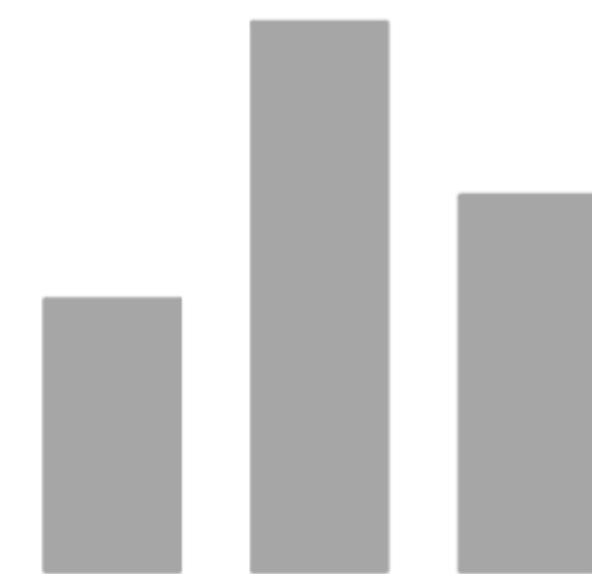
Direction of Improvement

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 Change

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