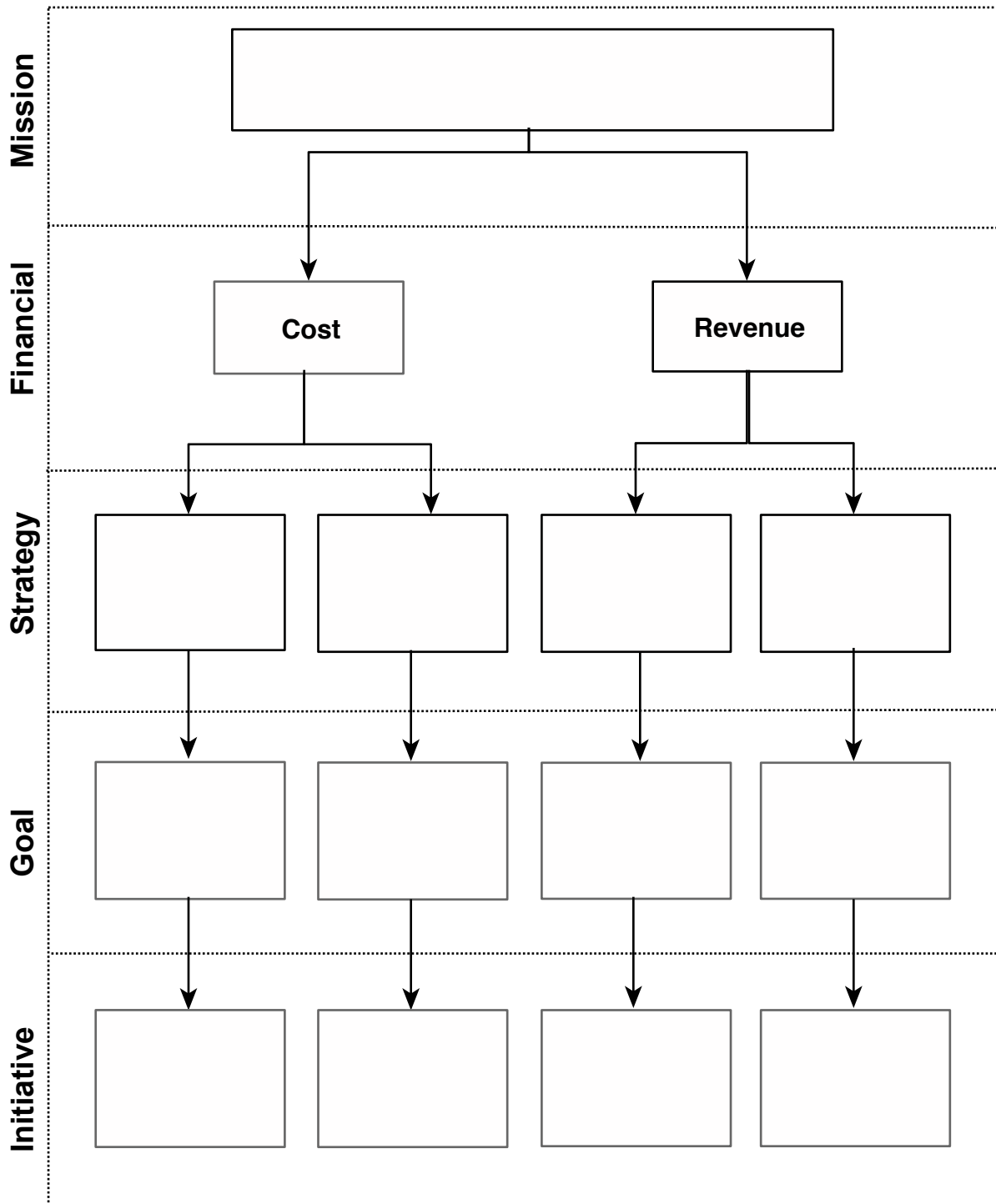


# KPI Map Template



***What do you want to be true that is not already true?***  
 This is a state of being, not action words.

***What are the primary cost and revenue categories?***  
 Identify them here so you can create specific strategies.

***How will you reduce cost?***  
 What cost categories?  
***How will you increase revenue?***  
 What revenue categories?  
 These are action words.

***How will you meet the strategy?***  
 What are the outcomes of the major processes?  
 How much will you change those outcomes?

***How will you meet that goal?***  
 What are the initiatives that have weekly (or monthly) actions?