



Business Goal KPI Cheat Sheet

Business Goal	Owner KPI	Quarterly Team Objectives
Grow Client Base	Number Active Clients in database	Number of new client referrals from existing clients or staff Number of new dog evaluations Percentage of tour visitors that book appointments Percentage of new client calls that book appointments
Increase Business Profits	Profit Percentage	Total labor hours Overtime hours Total income Sales of "x"
Reduce Payroll Percentage	Payroll as Percentage of Revenue	Total labor hours Overtime hours Sales of "x" (low labor service or retail) Staff turnover
Reduce pet and staff injuries that require medical care	Number of Incidents	Staff training completed on safe handling & body language Daycare leadership exercise goals (Daycare Games medals*) Extend number of weeks between incidents Existing dog evaluations completed on "yellow dogs"*
Improve Customer Satisfaction	Survey & Review Results	Number of positive staff mentions in client feedback forms Number of positive online reviews posted Reduction in client complaints processed Increase in number of clients that would refer business
Improve Employee Engagement	Employee Turnover & Survey Results	Reduce number of voluntary resignations Increase number of peer recognition notes Reduce number of tardy and absences Increase staff tenure

* The Daycare Games is a month-long competition for dog daycare attendants hosted by The Dog Gurus every February (www.TheDogGurus.com). They also created an Existing Dog Evaluation form that color codes dogs as green, yellow or red as to their behavior fit to off-leash dog play.