



# **MARKETING**

Who KPI 1 KPI 2

## **PROFIT**

Who KPI 1 KPI 2



## **SALES**

Who KPI 1 KPI 2

Who
KPI 1
KPI 2

Who
KPI 1
KPI 2

Who			
KPI 1			
KPI 2			

## Attributes:

- Execution involves focus on 4 key drivers
- Accountability (Who) and KPIs are vital for successful execution
- Coordinated and accountable execution results in increasing cash

## Instructions:

- Individually, complete the diagram
- Share and discuss as a team
- Finalize, document and post for the team

