Sierra Technology Software

Enter numbers monthly to track your progress towards achievin

	Goals		Measurements	Targets	YTD	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Financial	To generate sales of $2 million by end of year	$ in Sales		$2,000,000									
	To increase average billable hour factor.	$ per billable hour		$150									
	To fund online product development with a stated percentage of monthly net profit	% complete		100%									
Customer/Constituent	Consistent contact of customers to develop understanding of technological issues.	% complete		100%									
	Daily new clients who have purchased Basic Package.	# of Basic Packages		30									
	New clients who have purchased Premium Software package.	# of Premium Packages		4									
	To provide increased value to all existing online customers to enhance "stickiness."	Retention rate of current customers		65%									
Internal/Operational	To develop webinars	# of webinars per month		2									
	To finalize New Software Plan with summary statistic pages.	% complete		100%									
	Update software “how-to” books.	# of books updated		3									
	Optimize websites by end of the year	# of websites optimized		3									
	Set up computers to be accessed from any destination.	# of computers		5									
	Define all procedures and process in writing in order to support projected growth.	# of process in writing.		100%									
	Develop version #2 of the web-based planning system.	Accomplishment		100%									
	Develop an effective scholarship program for socially/community focused entrepreneurs.	Accomplishment		100%									
People and Learning	Create strategic planning library and resource center												
	Attendance at best practice conference by management.	actual attendance per year		1									
	To support individual staff personal development plans.	% of staff with plans.		100%									
	Retain services of public relations firm to develop industry presence	% completed		100									
	Increase the number of innovative ideas through an incentive program.	# of innovative ideas implemented.		5									