



GROWTH AND PLANNING

KPI definition worksheet

A worksheet for turning a broad goal into a useful measurement plan with a defined metric, owner, source, baseline, target, review rhythm, and decision it supports.

A practical worksheet from Stelaah

Use it, adapt it, and save it with the client work it supports.

HOW TO USE THIS

A team is reporting numbers without knowing what decision they should inform.

WORK THROUGH THE CHECKLIST

☐ 01 **State the business goal**

☐ 02 **Choose the KPI**

☐ 03 **Define the calculation**

☐ 04 **Name the data source**

☐ 05 **Set baseline and target**

☐ 06 **Set review owner and decision**

Before you close this

Name one owner, one next action, and one date. A worksheet only helps when the next commitment is visible to the people doing the work.

Notes and decisions

Use this page to record what changes after you work through the checklist.

This practical workflow resource is not legal, financial, tax, or security advice. Adapt it to your team and circumstances.