

- 1 Identify 4 to 9 processes that drive your business.
- 2 Assign someone specific accountability for each process.
- 3 List Key Performance Indicators (KPIs) for each process (better, faster, cheaper).

2 Person Accountable	1 Name of Process	3 KPIs Better, Faster, Cheaper
AF	Fully implement Awesome Experience	Launch date 6/1/2021 NPS 60+ Testimonials
JG	Increase number of True Fans	Number of True Fans 100+
DM	Diversify multimedia content - Implement 3 additional course formats	Launch date 1st format 4/1/2021 Launch date 2nd format 6/1/2021 Launch date 3rd format 10/1/2021
SZ	Tech system supports 2,500 users simultaneously	Down time Number of IT tickets
GN	NPS for all customers interactions	NPS 60+
JD	Increase number of Master Class students	600+
JG	Broaden our top leaders community	Number of thought leaders
AF	Increase number of members in the Club	Number of members 55+