

MEASURE YOUR **YTD** PERFORMANCE

SET GOALS • REACH THEM • CELEBRATE THEM

At Red Tomato we have in place a growth focus culture for both our personal and business goals. Performance measurement and goal-setting are key elements in the growth process.

In this worksheet, we've synthesised some of our internal hacks and business best practices to manage performance efficiently.

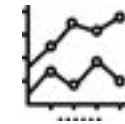
You can use it for both your business and personal measurement. Remember, measurement is just the beginning of a new cycle of setting goals and dreams.

START HERE!

DECIDE WHAT TO MEASURE

Focus on key business drivers: those areas that determine your overall success. This could be both quantifiable (financial, reach) and qualitative (customer/employee satisfaction).

GATHER RELEVANT DATA



SALES REPORTS



ACCOUNTABILITY
REPORTS



ADVERTISING/DIGITAL
MARKETING CHANNELS
REPORTS



CUSTOMER/EMPLOYEE
SURVEYS AND
INTERVIEWS

TRACK YOUR PERFORMANCE

NAME	DATE	TITLE

ANNUAL GOALS	STATUS	ACTION PLAN & COMMENTS

POTENTIAL ISSUES	PRIORITY	COMMENTS

TOP 3 URGENT ISSUES / PROBLEMS / OBSTACLE

- 1.
- 2.
- 3.

TOP 3 MONTHLY BUSINESS OBJECTIVES

- 1.
- 2.
- 3.



ALLOW TIME FOR
CELEBRATION AND
SHARE THE LOVE
WITH THOSE WHO
HAVE LOVED YOU!

SET THE NEXT ROUND OF GOALS

Make sure your partnering with strategic solutions providers who can understand your goals and focus on helping you achieve them. You shouldn't be alone in this process.

[See how we have helped other businesses to grow and achieve their goals.](#)