

Defining Annual Success Metrics

Date: [Insert Date]

From: [Your Name]

To: [Recipient's Name]

Dear [Recipient's Name],

As we approach the end of the current fiscal year, it is essential to outline our success metrics for the upcoming year. These metrics will guide our strategic initiatives and ensure alignment with our organizational goals.

Proposed Success Metrics

1. **Revenue Growth:** Aim for a 15% increase in year-over-year revenue.
2. **Customer Satisfaction:** Achieve an NPS score of 85 or above.
3. **Employee Engagement:** Maintain an employee satisfaction score of 80% or higher.
4. **Market Expansion:** Enter two new geographical markets by Q3.
5. **Operational Efficiency:** Reduce operational costs by 10% through process improvements.

We will review these metrics regularly and adjust our strategies as necessary to ensure we are on track to meet these goals. I welcome your feedback and any additional metrics you believe should be considered.

Thank you for your commitment to our success.

Sincerely,

[Your Name]

[Your Position]

[Your Company]