

KPIs

Key Performance Indicators



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Your career communication demands that you show exactly what you can do...to perfectly package your offer.

You will need to inform your audience that you have the qualifications, experience and skills necessary to fulfill the requirements of the role.

This is digging into the nitty gritty of what you possess and can give.

You must drill into data; places, figures and dates.

Concrete examples that use real, quantifiable measures are key.

Be inspired by examples of measurable skills that you possess.

But remember... be honest and authentic!

Key Performance Indicators

A key performance indicator (KPI) is a type of performance measurement and is a great way to package what you can offer.

Although you may have never been given or experienced KPI's, you can create your own to quantify the experience you already have.

Your educational experience, voluntary or paid work experience will have placed performance demands on you.

Remind yourself of the things you have achieved and how to share them with and sell them to your audience.



Think of your experience... what demands were placed upon you to fulfil?

Customer Satisfaction: Were you part of process with which to measure, and then improve customer service metrics? For example, online feedback surveys, secret customer visits, or personal recommendations, and requests.

How about customer support requests? Did you monitor the amount you were acquiring per day/week/month, the amount being resolved, and the amount of time it took to resolve them?

Margins: Gross margins, net profit, or profit margins... whatever hat it wears, this is important.

Were you involved in team meetings, and briefings that talked about the sales, or savings your organisation made? Were you part of the team aiming to increase these margins? How did you do it? Did you work as part of an initiative, or collaborate on a new idea?

Get granular!

- How did you know which product/service has the highest profit margin (and therefore should be promoted, to make the most profit)?
- Did you promote a slow-moving product?
- How will you know which days/seasons sells the most of a certain product, or demands increased services, and how to capitalise on this?

Systems: Were you involved in the creation, calibration and running of systems?

This could be waste reduction, monitoring defects and mistakes, online engagement analysis or automating jobs using technology such as automating social media posts, or customer emails.

Efficiency: No matter your experience, being effective is essential.

This isn't just profit margins or customer satisfaction and return.

Think about the impact a project that you were involved with had.

Then consider the personnel, time and budgetary limitations you were working with.

Calculating Return on Investment (ROI):

Were you involved in advertising and promotions to drive revenue?

Did you save you money by cutting out ineffective advertising, increasing activity in areas that work?

Staff Turnover:

This can have a major effect on company morale, effectiveness and ultimately margins! Were you aware of this as an issue and were you involved in trying to decrease it? How?

Did you measure and seek to improve employee satisfaction through surveys, attendance and other metrics that are essential to a company's health?

Educational KPIs:

Think about the qualifications you have... awards, course success rates, proficiencies in areas and to what level.



Consider also the other skills you are curating as you complete your studies.

- Communication skills
- Budgeting and money management
- Time management
- Critical thinking
- Creative thinking
- Analytical skills
- Problem solving skills
- Collaboration
- Interpersonal and Intra-personal skills
- Adaptability
- Initiative
- Networking
- Leadership skills
- Entrepreneurial skills
- Resilience
- Pro-activity