

# Success means managing your key performance indicators

In his coaching series for CAM practitioners dedicated to “the difference that makes the difference”, NLP CAM Coach Mark Shields, director of the Life Practice Group, explains the final steps in his series dealing with KPIs.

The next and final step in dealing with Key Performance Indicators (KPIs) is to have a simple way to monitor your results with them every month and then have an automatic action and follow-through process where KPI targets haven't been met. There's no point in having a KPI process without including a follow-up action.

At your monthly review, formally review and record your findings against your KPI targets and then add actions or areas that need attention to a rolling action plan for the year.

Remember, your KPIs are the business critical measurement of your business goals and actions. They are crucial to the success of any business. Every single KPI carries a target of some sort, as it has to be quantifiable and measurable.

Let's look at targets within each individual KPI, using performance indicators that are most useful for a CAM practice.

**1. Complaints** – Set a target of how many complaints are acceptable each year. It is not uncommon to see a zero in here. It's a great idea to have a complaints log in your practice so that any negative feedback or complaint can be logged and investigated.

**2. CPD** – Targets vary from discipline to discipline. Regulatory requirements always seem to be on the low side, so use those as a

minimum.

**3. Sales activity levels** – All four areas of activity – Enquiries, Client Appointments, New clients and Referrals – will carry a target in line with the income and financial needs of your practice.

**4. Business mix** – Where a practitioner holds qualifications in a number of different disciplines it is common to target weekly or monthly across the disciplines. For example, a nutritional therapist may also be fully qualified in NLP, hypnotherapy and life coaching.

**5. Compliance and supervision** – In our world of changing regulation and standards, you need a regulatory supervisor. Often two practitioners can supervise each other. This enables compliance hotspots (Occupational Standards) to be monitored, investigated and formally logged each month and held on file. Targets can be set for certain standards to be agreed within the area of compliance.

## Bringing it all together

Use a basic review form that will enable you to bring together all the information you require for all five KPIs: review every month. Once you have completed your monthly KPI review you add any new actions onto your rolling business action plan, documenting them on the KPI sheet for that respective month and then file

the sheet, having it available for inspection if required. Let's have a look at what a KPI Review might look like through a practitioner case study:

Becky runs a very successful clinic. She is aware that the success of her clinic is down to her location and word of mouth referrals. She needs 15 clients per week to meet her sales targets, which will in turn deliver her the profit she requires. One of her key values is first-class service; she knows this produces referrals and she works very hard at going that extra mile for her clients.

Her gross income target is £60,000 a year. She is qualified in nutritional therapy, kinesiology, clinical hypnotherapy, NLP and life coaching. She has targeted for 50% of her clients to come from hypnotherapy, as it is a premium charged therapy, and the rest to come equally between NLP, kinesiology and life coaching.

She has set herself a target of completing 100 hours a year of personal CPD and will attend various courses and seminars. She is very focused on obtaining new clients and looks to close as many of her enquires as she can. To allow for some natural slippage she targets herself for five new enquiries a week and 10 new clients per month. She targets one referral per week.

Her supervisor likes to check two cases each month to give support and her opinion where required. She uses that opportunity to conduct a KPI review which is documented, filed and any actions taken forward.

This is her completed KPI review sheet for September 2012 (see table). You can see how simple a full KPI review can be using a simple process and form. [\[PDF\]](#)

KPI	Month 9 Annual Target	Target	Actual	YTD	Comments	C/F AP
Complaints	0	0	0	0	Maintain current performance	n/a
CPD	100 hours	8.5	5	97	Ahead of target - well done	n/a
<b>Sales Activity Levels</b>						
Enquiries % of plan	240	20	10	50%	115 86%	Actions needed to address Yes
Client Appts % of plan	640	60	48	80%	456 92%	Actions needed to address Yes
New Clients % of plan	110	10	15	150%	100 125%	Good results, well done, need now to sustain to drive other activity areas Yes
Referrals % of plan	48	4	6	40	120%	Good results, well done, need now to sustain to drive other activity areas Yes
<b>Business mix</b>						
Nutrition	15%	15%	40%	30%	Review action plan in line with current performance	Yes
NLP- Life Coaching	10%	10%	10%	5%	Review action plan in line with current performance	Yes
Hypnotherapy	50%	50%	20%	25%	Review action plan in line with current performance	Yes
Kinesiology	25%	25%	30%	40%	Review action plan in line with current performance	Yes
Compliance & supervision	22 cases	2 cases	2 cases	18	On track, no issues to date	n/a



## About the author

**Mark Shields**, Life Coach, author, media expert and motivational speaker, is managing director of Life Practice UK, specialists in Personal and Business Coaching. He is the co-author, with CAM editor Simon Martin, of *The CAM Coach: 'Reveals the proficiencies, practical steps and the inspiration you need to set up and enjoy an Outstanding Practice'*. Contact: 01462 451473, info@lifeppractice.co.uk, www.lifeppractice.co.uk