

Universal Scorecard Template

Company: _____ Industry: _____ Week of: _____

YOUR WEEKLY SCORECARD

Instructions: Choose 5-15 metrics that give you a weekly pulse on your business health.

#	Metric	Owner	Goal	Week 1	Week 2	Week 3	Week 4	Status	Trend
1									
2									
3									
4									
5									
6									
7									

#	Metric	Owner	Goal	Week 1	Week 2	Week 3	Week 4	Status	Trend
8									
9									
10									
11									
12									
13									
14									
15									



COMMON METRICS BY CATEGORY

Revenue & Financial

- Weekly/Monthly Revenue
- Gross Profit Margin %
- Cash Balance

- Accounts Receivable
- Collections Rate
- Revenue per Employee

Sales & Marketing

- New Leads
- Qualified Opportunities
- Proposals Sent
- Close Rate %
- Average Deal Size
- Sales Cycle Length

Customer

- New Customers
- Customer Churn Rate %
- Customer Satisfaction Score
- Net Promoter Score (NPS)
- Customer Retention %
- Average Customer Value

Operations & Delivery

- On-Time Delivery %
- Quality Defects
- Project Completion Rate
- Capacity Utilization %
- Cycle Time
- Rework Rate %

Team & Culture

- Team Size
- Open Positions

- Time to Hire
 - Employee Turnover %
 - Employee Satisfaction
 - Training Hours
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HOW TO BUILD YOUR PERFECT SCORECARD

Step 1: List all possible metrics **Step 2:** Ask: "If I could only know 5 numbers each week, what would they be?" **Step 3:** Balance leading (controllable) and lagging (results) indicators **Step 4:** Assign one owner to each metric **Step 5:** Set realistic but challenging targets **Step 6:** Review weekly in Weekly Leadership Meetings

Automate your scorecard with GoalCadence - Try free for 30 days!



Download: [Microsoft Word \(.docx\)](#)



More templates: goalcadence.com/resources