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| **INDICATOR** | **TODAY's measure [DATE]** | **EXPECTED RESULT on [DATE]**  **(end goal)** | **[PAST DATE 1] measure** | **[PAST DATE 2] measure** | **[PAST DATE 3] measure** | **[PAST DATE 4] measure** | **[PAST DATE 5] measure** |
| [Sales – EXAMPLE] | [1800] | [5000] | [1200] | [1700] |  |  |  |
| [Cost reduction – EXAMPLE] |  |  |  |  |  |  |  |
| [Customer satisfaction - EXAMPLE] | [30] | [60] | [17] | [25] |  |  |  |
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Instructions: Fill in the blank areas and replace the brackets [] with your information.

**--------------------------------------------------**

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