

Key Results Area

Name:

Role:

Summary:

Key Result 1:

What winning looks like:

What it will take:

Key Result 2:

What winning looks like:

What it will take:

Key Result 3:

What winning looks like:

What it will take:

Team Member's Signature

Date

Sample KRA

Name: John Doe

Role: Sales Manager

Summary: My role is responsible for motivating the sales team and keeping them on track with our sales goals.

1. Maximize the Team

What winning looks like:

We will hit our sales goals on a consistent basis because our sales team is engaged and focused on creating value for our customers and closing deals.

What it will take:

- Hold the team accountable with goal setting, data tracking, feedback and boundaries.
- Actively encourage and incentivize the team.
- Coach and train the sales team to increase overall production over time.
- Reject passivity and exhibit high energy, a positive attitude, critical thinking.
- Ensure the team crushes their sales, activities and personal goals.

2. Strategize and Implement Groundbreaking Ideas

What winning looks like:

We are consistently improving products and using new sales strategies and tools for scalability.

What it will take:

- Find the tools to scale our sales team.
- Create and execute the sales strategy to scale.
- Drive improvement to products and propose new products.

3. Maintain Personal Book of Business

What winning looks like:

We are consistently meeting personal revenue and crushing our goals.

What it will take:

- Maintain high call activity.
- Nurture and pursue large, strategic partners.
- Have a consistently high close rate.

Team Member's Signature

Date



Sample KRA

Name: *Jim Smith*

Role: *Vice President*

Summary: *My role is responsible for the overall impact Jim's HVAC has on our customers.*

1. Establish Vision, Strategy and Goals

What winning looks like:

The team can articulate where we are going as a business, how we plan to get there, and what each of their roles are in achieving this.

What it will take:

- Regularly update and communicate the vision of Jim's HVAC.
- Direct the creation and continuous reviewal of our team's strategy.
- Foster an environment of accountability and progress toward our goals.
- Create extreme focus for everyone.

2. Drive the Business Forward

What winning looks like:

The team has strong momentum toward our vision and goals.

What it will take:

- Create a culture of focus for every member on the team.
- Remove blockers or mental restraints that prevent the team from succeeding.
- Bring together the cross functional disciplines on the team.

3. Develop the Leadership Team

What winning looks like:

The leaders of Jim's HVAC are stronger as individuals and as a team directly because of my leadership.

What it will take:

- Have deep empathy for each of your leaders.
- Identify where and how to grow each of them.
- Drive the principles of *The 5 Dysfunctions of a Team*.

Team Member's Signature

Date