

KPI Tips & Tricks

Understand, Sustain and Grow

by
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calxa 
Business Insights. Automated.

Agenda

- Why KPIs?
- Financial KPIs
- Operational KPIs
- Cashflow KPIs
- Calxa – connecting the dots

01

**What do you
need KPIs for?**

They're a shortcut

1. Strategic Planning

- Are we achieving our objectives?

2. Governance

- Are we compliant?

3. Accountability

- Are we doing what we said?

4. Fundraising

- What do our funders need?

02

Financial KPIs

Managing Finance

1. Debtor Days



2. Self-created Funds



3. Unit Costs



4. Net Equity Position



03

Operational KPIs

Measuring Operations

1. Membership



2. Member Churn



3. Wages to Income



4. Admin to Revenue



04

Cashflow KPIs

Managing Cashflow

1. Cash Balance



2. Days Cash Reserves



3. Working Capital



4. Creditor Days

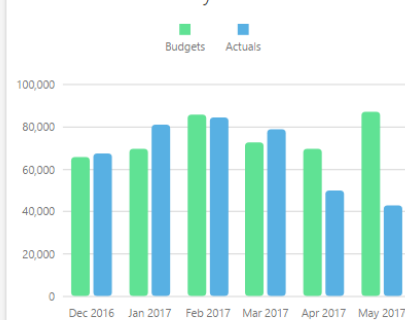


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**Learn more
about Calxa**

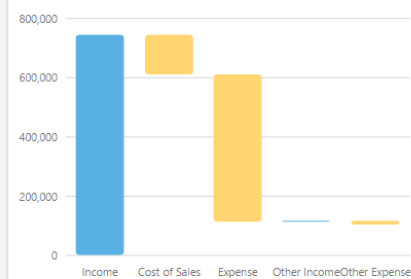
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Monthly Income



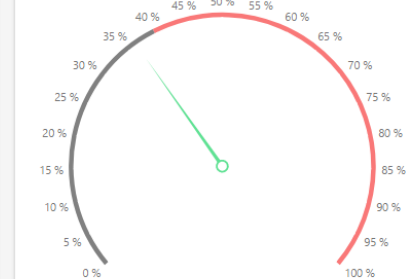
YTD Net Profit

Jul 2016 - Apr 2017

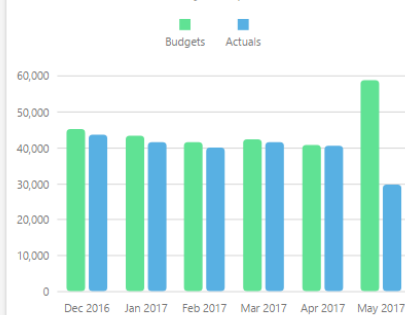


YTD Wages to Turnover

Jul 2016 - Apr 2017

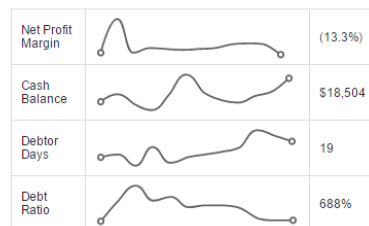


Monthly Expenses

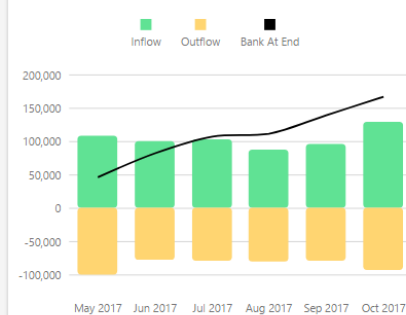


Key Performance Indicators

May 2016 - Apr 2017



Cashflow Forecast Chart



What's Next?

1. Donation



2. Free Trial



3. NFP Discount





“ I just want to say that
automation with report
emailing is a beautiful thing.

”

Michael Gordon-Smith, Australian Publishers Association

KPI Tips & Tricks

Stay Safe!

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