

KPI Tracker Template

Governance, Process & Reporting — Sample Template

Instructions

Update actuals weekly. Trend arrows should reflect direction since the last update, not the raw value — a metric can be below target and still trending the right way.

Tracker — Worked Example

Metric	Owner	Target	Actual	Trend
Monthly Recurring Revenue	Head of Sales	+8% MoM	+9.2% MoM	↑ On track
Burn Rate	Finance Lead	< \$120K/mo	\$132K/mo	↑ Over target — flag
Runway	Finance Lead	18+ months	16 months	↓ Watch
Active Users	Head of Product	+5% MoM	+6.1% MoM	↑ On track

Blank Tracker

Metric	Owner	Target	Actual	Trend

Notes

Burn rate is running \$12K over target this month, driven by a one-time infrastructure migration cost; expected to normalize next cycle. [Replace with your own notes each update.]