

IS YOUR BUSINESS GOAL-FOCUSED?

It's time to stop stunting growth, and start defining and monitoring goals

Geckoboard and Censuswide surveyed 500 business leaders in the UK and US to find out more about whether SMEs were using metrics and goals effectively to help reach their business targets

SMEs are in data denial



The research found that nearly half (49%) of SME owners have failed to identify any **Key Performance Indicators (KPIs)**.



A third of businesses (31%) also said that the key numbers they tracked were never reassessed.



IT'S STUNTING THEIR GROWTH

More than a third (39%) of SME's failed to meet all of their growth targets in 2015.



STAFF ARE SUFFERING TOO...

Half (50%) of British staff admitted that their overall performance was compromised when they were not made aware of key company information and metrics.

The Solution? Goal-focused SMEs are winning!



Three-quarters (74%) of businesses which monitor live KPI's hit all their growth targets, almost twice the average.

Who is best at building goal-focused teams?

A new guard of younger business owners (aged 20-44), were **twice as likely** as older business owners to monitor live KPI's.

Real time KPI monitoring was **most common in London** compared to the rest of the UK, where **nearly half (45%)** of SME owners said they monitor KPIs live.