





CEO IPM EXAMPLE

Sr. No	Perspective	CEO	Weightage	Target
1		Finance 1: Market Capitalization / PE Multiple	20%	
2		Finance 2: EBITDA%	15%	
3		Finance 3: Working Capital / Net Cash Flows	15%	
4		Customer 1: Internal Customer Survey / Employee Survey	15%	
5		Process 1: Cash Conversion Cycle	15%	
6		Process 2: # Initiatives Conducted to increase Inter- departmental Communication	10%	
7		Learning & Growth 1: Implementation of the Balanced Scorecard	10%	