

TASK DETAILS	
Title	DEFINING KPI's FOR EACH DEPARTMENT
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	CEO & COO
Duration	1X SESSION, 2X LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
	Key Performance Indicators (KPIs) for Each Department

INTRODUCTION

In a company, success is not solely measured by the final outcomes but also by measurable and realistic performance indicators. Key Performance Indicators (KPIs) are essential tools that help ensure each department is working in alignment with the organization's strategic goals.

No	ACTIVITY									
1	<p>Understanding the KPI Concept</p> <p>The facilitator introduces the concept of KPIs to the CEO & COO, covering the following points:</p> <ul style="list-style-type: none">• Definition of KPI• Difference between KPIs and regular daily activities• Characteristics of effective KPIs (SMART: Specific, Measurable, Achievable, Relevant, Time-bound)• Discussion of real KPI examples from various departments. For instance:<ul style="list-style-type: none">○ Marketing: Number of products sold○ HR: Number of training sessions conducted or employee attendance rate○ Finance: Accuracy of financial reports or timeliness of reporting									
2	<p>Analyzing the Functions and Targets of Each Department</p> <p>The CEO, COO, and facilitator begin by reviewing the company’s organizational structure and each department’s core responsibilities. Afterward, the COO coordinates meetings with each VP to discuss:</p> <ul style="list-style-type: none">• What are the main responsibilities of their department?• What ideal outcomes should be achieved in a phase/semester? <table><tr><th>Departemen</th><th>Tugas Utama</th><th>Target Kerja Ideal</th></tr><tr><td>Marketing</td><td>Promosi produk</td><td>Produk dikenal minimal oleh 3 kelas</td></tr><tr><td>HRD</td><td>Mengelola kehadiran</td><td>95% karyawan hadir setiap minggu</td></tr></table>	Departemen	Tugas Utama	Target Kerja Ideal	Marketing	Promosi produk	Produk dikenal minimal oleh 3 kelas	HRD	Mengelola kehadiran	95% karyawan hadir setiap minggu
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3

Developing Departmental KPIs

Following discussions with each department, the CEO and COO collaborate to define KPIs for each one. The following is a suggested template for developing KPIs:

Departemen	KPI	Target	Waktu Evaluasi
Marketing	Jumlah kampanye media sosial	Min. 3 kampanye	Setiap 2 minggu
HRD	Persentase kehadiran	Min. 90%	Mingguan
Finance	Ketepatan laporan keuangan	100% tepat waktu	Bulanan

The COO should ensure that each KPI is relevant and measurable with the available data.

Note:

- Avoid KPIs that are too general or untrackable.*
- Ideally, each department should define 2–3 key KPIs.*

REFERENCE

- “KPI vs OKR: Apa Bedanya?” – Harvard Business Review
- Contoh KPI dalam dunia nyata: www.clearpointstrategy.com

TASK TEMPLATE