

# Targets

The following are examples of typical Targets which can be used when measuring the delivery of value by a risk subject

- Financial Targets (e.g. cash/profit/cost/share price)
- Sales Targets (revenue, turnover, gross or net contribution)
- Production/Service Targets (quantity, quality or rate)
- Procurement Targets (efficiency or expenditure)
- Capital or Revenue Targets (expenditure/investment)
- Economic Targets (return on investment/average capital employed)
- Employee Targets (salaries, headcount, behaviours, motivation)
- Opinion Rating Targets (customers/suppliers/public/employees)
- Technology or Intellectual Targets (Patents/Brands/Trade Marks)
- Health, Safety, Security, Environmental Targets
- Aspirational Targets (ethics/reputation/competitive rankings)

These items can be referred to as target 'headings' and each is usually accompanied by a target 'metric' which describes how much of the target should be delivered and by when.

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