







Strategic Plan 2014-2016: FY16

Crystal O'Langdon: Performance Review

Date Revised: April 7, 2016

Weighting*	Team Member Goals & Team Member Action Items	Who	EOY Target	% Complete/ Actual	Status	Due Dates	Performance (A*E)
	1.1.1 Professional Consulting: Generate \$700,000 in web design consulting. (\$ generated from web design consulting)	Customer Service	\$700,000	\$50,000		12/31/16	
	1.1.1.1 example	Sales / Marketing VP				12/31/16	
	1.1.1.1.1 example 2.0	Crystal O'Langdon				12/01/16	
	3.1.1 Develop 2 new webinars a quarter to assist Sales Team. (# of new webinars)	Marketing	8			12/31/16	
	4.4.4 Maintain or decrease the Churn Rate of Licenses which is currently at 7.99%. (% Churn)	Customer Service	7.99%	8.01%		12/31/16	
	4.4.4.1 Secure coaching on Customer Success Manager for team.	Crystal O'Langdon				12/09/16	

*Manager to weight the importance of each item. Distribute 100% across all items.

 Not Started
  Deferred
  On Target
  Off Target
  Waiting on Someone
  Critical
  Achieved