









Strategic Plan

John Smith: Performance Review

Date Revised: August 16, 2012

Weighting*	Team Member Goals & Action Items	Who	Year End Target	% Complete/ YTD	Status/ Variance	Due Dates	Performance (A*E)
	6.1.1 Web site: Update Google AdWords, home page and landing pages on a quarterly basis. (% Complete) <i>Comments on Status: A little behind, but almost there!</i>	Web Specialists	100%	85 %		12/30/12	
	6.1.1.1 Perform quarterly update of website with focus on home page and landing pages.	John Smith	100%	68 %		12/01/12	
	6.1.1.2 Manage high performance of Google AdWords (click through and conversions). <i>Comments on Status: CTR improved 32% since last year.</i>	John Smith	100%	5 %		12/31/12	
	6.1.1.2.1 Manage domestic AdWords account.	John Smith	100%	0 %		12/31/12	
	6.1.1.2.2 Manage international AdWords account.	John Smith	100	0 %		12/31/12	
	11.1.1 Department Goal [Corporate Action Item] (Assigned to the Department responsible for seeing that the goal and its actions are completed, 12-18 months) (\$) <i>Comments on Status: Numbers calculated from accountant for first quarter.</i>	Customer Service	\$5,000	60 %		02/01/12	
	11.1.1.1 Team Member Goal (or Dept Actions) (Assigned to Team Member responsible for seeing this goal completed, 6-12 months) <i>Comments on Status: Completed 4/18/2011</i>	John Smith	100%	100 %		12/31/14	
	11.1.1.1.1 Team Member Action (Assigned to the Team Member responsible for seeing this action completed, short term items only (30, 60, 90 days))	John Smith	100%	0 %		05/31/12	

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