

Core Functions: Optimizing Accountability



Instructions:

- Identify if there are **multiple people in a role** or **one person in multiple roles**, and **empty roles** for users
- Take your Profit & Loss Statement and assign a team member accountability for each line item, use these as Results/Outcomes for each function

Core Functions	Person Accountable	Leading Indicators (KPIs) (Predictive Data)	Lagging Indicators (KPIs) (Results/Outcomes)
COMPANY LEADER			
MARKETING			
SALES			
CUSTOMER EXPERIENCE			
OPERATIONS			
FINANCE			
HUMAN CAPITAL			
SYSTEMS & TECHNOLOGY			
RESEARCH & INNOVATION			
Heads of Business Units			

