Example Accountabilities

BOARD OF DIRECTORS	
Accountabilities	**Success Measures**
Global & creative marketing, events and exhibitions	Revenue Profit Client satisfaction
Happy and productive team	KPI's Staff feedback Retention
Streamlined and effective organisation	Deadlines met Client satisfaction Error rate KPI's
Honest, transparent, reliable company culture	Client / staff feedback
Reputable brand	Client feedback Industry feedback Staff retention Repeat business Referrals
Targeted, strategic approach to developing the business	New qualified enquiries New business Order value Profit

MANAGING DIRECTOR	
Accountabilities	**Success Measures**
Experienced, professional, qualified Team	External / internal client satisfaction KPI's Behavioural standards
A legally compliant company	Up to date legal requirements Audits Staff feedback Manual up to date
A socially responsible company	To be developed
Satisfied body of existing loyal clients	Client satisfaction Repeat business Referrals Lifetime value Contribution

CHAIRMAN	
Accountabilities	**Success Measures**
Financial information for management decision making	Audits Accuracy Relevance Cash flow Board satisfaction Suppliers paid on time

OPERATIONS DIRECTOR	
Accountabilities	**Success Measures**
Streamlined and effective back office	Staff feedback Director feedback Client feedback KPI's Deadlines Quality
Effective Working Environment	Staff satisfaction Director satisfaction Health and Safety /legal requirements met
Happy and productive office team	KPI's, inc staff retention Staff feedback
Well managed body of reliable and cost effective suppliers	Service levels Legal requirements Contracts/Insurance etc Budget Staff / Director satisfaction
Improvements for future projects	Cost savings Time savings Profitable growth Team satisfaction Profit / loss per job # of improvements

SALES DIRECTOR	
Accountabilities	**Success Measures**
New business from new clients	Revenue Profit Level of client
Strategic sales plan	Sales target at 33% margin Chairman satisfaction Key industry targets Sales pipeline in place
Accurate and up to date database	Sales and Marketing team satisfaction Quality of data
Happy and productive team	KPI's, inc staff retention Staff feedback
Enhanced relationships with satisfied body of existing loyal clients	Client satisfaction Repeat business Referrals Lifetime value Contribution