



# PERSONAL KPI PRIORITY PLANNER

This planner helps you define the personal outcomes your business must support. Your KPIs should guide business model choices, growth speed, and funding decisions.

## Step 1: Select Your Top Personal KPIs

- Monthly income target
- Time flexibility
- Creative freedom
- Impact / purpose
- Equity value
- Location freedom
- Low-stress workload
- Fast time to market
- Scalable revenue

## Step 2: Rank Your Top 3 KPIs

Priority Rank	KPI	Why This Matters
1		
2		
3		

## Step 3: Reality Check

Which KPIs are non-negotiable right now?

Which KPIs can wait?

What tradeoffs am I willing to accept in the short term?

Use this planner to evaluate whether a business idea or strategy supports your personal KPIs. If it doesn't, adjust the model before committing.