**Video Title:** How to Develop Key Performance Indicators

**Video URL:** <https://www.youtube.com/watch?v=2tuWjtc2Ifk>

**Run Time/Source:** 5.39, Erica Olsen/YouTube

**Close Caption Available:** Yes

This video introduces financial and non-financial components measured on a balanced scorecard.

Questions:

1. What are the four characteristics we need in key performance indicators (KPIs)?
2. What types of data do we need for the evaluation of these performance indicators?