

Monona Terrace Dashboard: Key Indicators 2017

Strategic Goals	Strategic Objectives	Action Plans	Performance Indicator	Actual				
				Q1	Q2	Q3	Q4	Year
Develop a culture of innovation to optimize performance and customer delight	Promote a culture of Innovation at every level in the organization	Through training and education develop a culture of innovation	10% of our time will be spent focusing on innovation					
		Generate a method to capture employee focused innovation ideas	10% of our revenue or cost savings will come from efficiencies, products or services developed annually					
			Implement 5 new employee driven ideas each year					
	Capture employee innovation ideas to achieve customer delight	Identify future customer needs and wants	Monitor the VOC to identify the top 5 expressed and un expressed needs and wants. Document, prioritize, and act on those that are feasible					
		Drive customer focused innovation that delivers customer delight	Use Customer Advisory Council to better focus on what customers want more of and what they want less of, to improve customer satisfaction					
	Use data collected from multiple sources to drive performance measurement	Collect and monitor key performance driving measures	Identify our top 10 key performance measures, set the baseline and then set goals to drive performance and customer delight					
Enhance our proactive communication strategy to external stakeholders	Partner with GMCVB and clients to help increase industry awareness and attendance at conventions	Review existing communication strategy for gaps, opportunities and obsolete areas	In cooperation with the GMCVB, identify gaps, opportunities and obsolete areas, no later than 1/30/17					
		Define who we are trying to reach, what our message is, and the method of delivery	Identify our top 5 Key Customer segments and develop targeted messages and appropriate delivery systems by 4/1/17					
	Educate Stakeholders about Monona Terrace's mission, objectives and accomplishments	Identify the target stakeholders we are trying to reach	Identify key stakeholders and communication strategies by 2/15/17					
		Identify our message and method of delivery	Develop a communication plan with targeted messages and appropriate delivery systems to targeted stakeholders by 4/1/17					
Engage new and existing community partners to expand Monona Terrace's reach as a destination for everyone	Create community good will and understanding of Monona Terrace's value to the community	Review existing community partners and identify outreach opportunities	Identify community partners and outreach opportunities annually, with initial review completed by 3/1/17					
		Define who we are trying to reach, what our message is, and the method of delivery	Develop a targeted communication and action plan with appropriate delivery systems, to key community partners by 2/30/17					



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Strive to reflect the community's diversity in our workforce to build a culture of innovation	Strive for a workforce that reflects the community's diverse population	Review existing workforce diversity using an expanded definition of diversity	Increase our communication on diversity to at minimum quarterly					
	Enhance an organizational culture that values the diversity of the population.	Identify opportunities to expand knowledge of diversity	Identify 5 opportunities to expand knowledge of diversity					
		Expand diversity outcomes	Expand recognition of diversity outcomes to 6 per year					