

Assessment Task 2:

Assessment Task	Develop Key Performance Indicators and a Communication Plan
Schedule	Week 6
Outcomes Assessed	<p>Performance Criteria:</p> <p>1.1, 2.1, 2.3</p> <p>Addresses some elements of required skills and knowledge as shown in the Assessment Matrix</p>

Description:

Key Performance Indicators (KPI) are financial and non-financial metrics used to quantify objectives to reflect strategic performance of an organisation. A KPI is a key part of a measurable objective, which is made up of a direction, KPI, benchmark, target and time frame. KPIs are typically tied to an organization's strategy (dictionary.com).

In this assessment task, you will use the same Olympic Marketing Fact File used in Assessment Task1 and develop both quantitative and qualitative KPIs (as applicable) for the each of the Fundamental Objectives of Olympic Marketing. You may develop more than one KPI from each of the objectives if necessary. You will also need to develop a brief communication plan as a suggestion for communicating the KPIs to respective personnel with the organisation.

Ensure that your KPIs contain a direction, KPI, benchmark, target and time frame. You would have practiced developing KPIs in your learning sessions in this unit or some other units in the course prior to undertaking this task. If you have missed out on the lessons, request your trainer for copies of learning materials and familiarise yourself with KPIs.

As KPIs are measurements of performance, they must be communicated to personnel who have the responsibility of implementing and realising specific objectives, strategy or actions. With this in mind, develop a brief communication plan that includes;

- Aims and objectives
- Key stakeholders (including individuals and teams)
- Communication strategy
- Communication tools and channels
- General code of conduct
- Feedback mechanisms
- Key roles, responsibilities and accountabilities of stakeholders
- Legislative context (e.g. privacy, access and equity, record-keeping)

Both the KPIs and communication plan must be word processed and written as formal business documents. All external sources must be cited using the Harvard Referencing System. A link to the referencing system is provided under suggested resources of this unit. You may also ask your trainer for more information.

As this assessment task is given as a formative assessment, the trainer/assessor may provide an opportunity for corrections/improvements as a feedback. Where corrections/improvements are required, the students will be allowed to resubmit their works for marking without any academic penalty. Only two such attempts will be allowed before a further assessment is made on specific learning needs of the learner. If you have any learning difficulties or constraints, discuss with your trainer/assessor at the earliest.