INDICATOR BANK

Objectives and Planning

Choose few indicators: three you follow beat twenty you ignore. For each one decide who looks at it and how often. Track both effort (what you did) and result (what changed).

A good objective

A starting number · a target · a deadline · a responsible person. Check: result or activity? How will you know at the end? Three levels: organization (5–6), department, person.

Community

Database size with consent · members · average attendance · people who climbed a step · season ticket renewal rate

Brand

Awareness, perceived value and loyalty scores (1–5), twice a season · associations with the name

Communication

Engagement per account · reach of key campaigns · newsletter subscribers, app users, website visitors · press articles

Ticketing

Tickets per match · season tickets · average price · occupancy

Merchandise

Sales per month · average basket · online share

Sponsorship

Number of partners · total value · renewal rate

Food and drinks · hospitality · digital

Spend per person at the stadium · occupancy of seats and boxes · revenue from content and partners

Effort indicators (examples)

Posts published · calls made · schools visited · events organised

Reports

After every match (one page, Monday) · monthly (indicators vs objectives, decisions needed) · end of season (achieved or not, why, proposals). The one-page management report: where we are, the main problem, the decision needed.