Partnership Goal Setting - Template

This template offers a structured approach for partners to establish and monitor their goals and key performance indicators (KPIs) effectively. It is designed to guide the process of defining, measuring, and evaluating progress toward shared objectives. Remember that within a partnership, there may be scenarios where one party benefits substantially more than others, provided that this arrangement is openly communicated from the outset.

**Instructions:**

* Fill in the table below with your specific partnership goals and metrics.
* Regularly update the Progress column to track your achievements.
* Use the Notes column for any additional context, adjustments, or insights related to your goals and metrics.

| **Goal Description** | **Key Performance Indicator (KPI)** | **Target** | **Milestones** | **Deadline** | **Progress** | **Notes** |
| --- | --- | --- | --- | --- | --- | --- |
| *Increase awareness of Resource A* | *Increase in web traffic on webpage about Resource A* | *25% increase* | *More than 5 users visit the webpage* | *April 6, 2025* | Not Started |  |
| *Goal 2:* | *KPI 2:* | *Target 2:* | *Milestone 2:* | *Date 2:* | Not Started |  |
| *Goal 3:* | *KPI 3:* | *Target 3:* | *Milestone 3:* | *Date 3:* | Not Started |  |