

**GROW Card**

Goal Setting - Review Progress – Opportunity for Learning – Winning!

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **GROW Card Metrics** | **1** | **2** | **3** | **4** | **5** |
|  | **Unacceptable**  | **Below** | **Meets** | **Above** | **Outstanding** |
| **Safety** |  |  |  |  |  |
| Workman Comp # of accidents | >1 | 1 | O | O | O |
| W/C Mod Rate | >1.0 | 1.0 -.9 | .9-.8 | .8-.7 | <.7 |
| Days Lost Due to Accidents | >5 | 1-5 | O | O | O |
|  |  |  |  |  |  |
| **Sales Growth / Revenue** |  |  |  |  |  |
| Overall | <5% | 5-10% | 10-15% | 15-20% | >20% |
|  |  |  |  |  |  |
| **Enhancement Penetration** |  |  |  |  |  |
| % Of Contract Sales | < 35% | 35-40% | 40-45% | 45-50% | >50% |
|  |  |  |  |  |  |
| **Gross Margins** |  |  |  |  |  |
| Maintenance Contracts | <42 | 42-44 | 44-46 | 46-48 | >48 |
| Enhancements | <49 | 49-52 | 52- 55 | 55-58 | >58 |
| Design/ Build: Install | <48 | 48-50 | 50-52 | 52-54 | >54 |
| Irrigation | <55 | 50-55 | 55-60 | 60-65 | >65 |
| Overall | <42 | 42-45 | 45-48 | 48-51 | >51 |
|  |  |  |  |  |  |
| **Net Profit %**  | <6% | 6-8% | 8-10% | 10-12% | >12% |
|  |  |  |  |  |  |
| **Customer Satisfaction** |  |  |  |  |  |
| Retention % of $ contract value | <87 | 87-90 | 90-93 | 93-96 | >96 |
| Retention % of #s of contracts | <87 | 87-90 | 90-93 | 93-96 | >96 |
|  |  |  |  |  |  |
| **Employee Retention** |  |  |  |  |  |
| Retention % of Key Employees | <87 | 87-90 | 90-93 | 93-96 | >96 |
|  |  |  |  |  |  |
| **Accounts Receivable** |  |  |  |  |  |
| $ over 60 days old / % of billings | >5% | 2-5% | O | O | O |
|  |  |  |  |  |  |
| **Quality** |  |  |  |  |  |
| QC Program: Weighted Average | <80 | 80-85 | 85-90 | 90-95 | >95 |

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