

KASHF FOUNDATION SETS SOCIAL PERFORMANCE INDICATORS AS KPIS FOR ITS CHIEF OPERATING OFFICER

Kashf Foundation (Pakistan) sets many social key performance indicators (KPIs) for its Chief Operating Officer (COO). In fact, most of the KPIs have both a social and financial component. Kashf does not distinguish between the two, which reflects the FSP's belief that social and financial performance are complimentary. For example, part of achieving 80% annual client retention and PAR 30 under 1% is using client surveys, exit interviews, and complaints data to improve the client experience. Other KPIs include 86% annual staff retention, development of HR policies that improve employee work-life balance, and addressing hiring issues when the rate of females to males drops below 50% for a specific staff position. These and other staff and client-facing KPIs ensure that the COO is focused on balanced performance management.