

#	Goal	Responsible	Previous Status	Current Status	Notes
1	Increase site visits on www.blackridgegroup.com from 5k to 20k per month by Dec'18.	Adam Tidwell	Green	Red	Site visits increased in March to 15k, but it turned out to be due to measurement error with reporting tool. Implementing new tool by Jun'18.
2	Increase customer satisfaction rating on monthly CSAT report from 63% to 85%.	Max Cannon	Yellow	Yellow	Missed CSAT targets for June. Increasing resources available for pre-survey follow up with clients.
3	Come in on budget.	Zoe Smith	Green	Green	Budget on track.