

Defining Success

my score

team score

A.) This board can comfortably define success based on delivery against three primary business indicies:

Year on Year Growth of cumulative disbursements

Year on Year growth of end-user loans financed per annum

Static or decreasing Operating Expenses as a % of Total Revenue

B.) Our true product is not a loan but the empowerment to improve ones own circumstances. The board must push itself to define and measure success via perceived and actual improvements of rural living standards. Some examples could be:

Actual:

Annual growth in verified house improvements delivered (i.e. 10,290 roofs, 4,957 room additions, 12,980 electrifications, etc)

Perceived:

Growth in % of repeat borrowers (assumes a repeat borrower confirms living standard value actually delivered)

C.) Thanks to technological innovations and increasing competition, rural consumers will likely have a growing choice of micro-lending brands to do business with. Brand awareness, affinity and value-for-money ratings must play an ever-increasing role in how this board defines and measure operational success.

D.) As an important rural developmental engine for government service delivery, RHLF can best define organizational success through the broader political context. The most compelling Board definition and measurement of success would be a growing visibility and public appetite for the individual impact stories that tell the true outcomes from our micro-loans.

E.) Just as SARS has achieved a global best-practice standard for its discipline, the board should define RHLF success based on a global standard. By monitoring and measuring ourselves against the world's best, we will deliver exceptional local impact and ensure a steady stream of the best and brightest employees which creates sustainability for future performance.