

Common One KPI Options

Start running your consulting business with focus, and one Profit per X KPI to guide you daily

One KPI Metric	What it Measures	Best Fit When...
Profit per Consultant/Employee	Maximizing the productivity and profitability of each team member	You have a lean team and high-value expertise
Profit per Billable Hour	Ensuring your time is being sold at the right rate and margin	Your revenue is directly tied to billable hours worked
Profit per Hour	Whole company view of your team efficiency (and making sure pricing is correct)	Small team where a lot of time is dedicated to business development
Profit per Project	Focuses on delivering high-value, high-margin engagements	You do fixed-price, outcome-based work
Profit per Client	Evaluating how much each client contributes to your bottom line	You have a long-term relationship or retainer model
Profit per Engagement	Measures return on individual scopes or engagements	You have variable sizes/types of work and want to understand unit cost
Profit per Partner	Especially common in law and consulting firms	You have equity partners or want to drive ownership accountability
Profit per Industry Served	Useful if you're industry-focused (e.g., healthcare, finance)	You're considering market focus and specialization
Profit per MRR client	Maximize profit for your ideal, end goal clients	You're in a heavy MRR focused business
Profit per FTE (Full-Time Equivalent)	Classic one—measures ROI on headcount.	You have a high salary base and handle most things internally
Profit per Dollar of Payroll	Broader than just salary—includes benefits, bonuses, taxes.	You have a high salary base and a growing team

Understand your business

Not sure where to start with your data? We can help.

This quick tool helps you pinpoint the one metric that truly drives your business. It's a simple first step to bring focus to your business.

No fluff. Just clarity.

[Click here to check out a One KPI dashboard.](#)

Get your One KPI

Your next step to running your business better is 3mins away.

[Click here to get your One KPI.](#)

Fill out the form. We'll run some analysis for you and send back some interesting math, One KPI options, and how to track it.

Small Business Command Center



Helping you become more data-driven, the easy way

