THE HISTORY OF KPIs
(KEY PERFORMANCE INDICATORS)

The Origin of Measurement
Man made a notch on the rock wall for each animal he killed.

STONE AGE

3100 BC
Numeral systems are born
60, 20, 12 and 10 as base.

First bookkeeping systems
Cylindrical tokens were used for bookkeeping in Middle East.

3000 BC

60, 20, 12 and 10 as base.

Wei Dynasty in China
9 grade system for evaluating royal performance.

3000 BC

First bookkeeping systems
Cylindrical tokens were used for bookkeeping in Middle East.

230 AD

9 grade system for evaluating royal performance.

1000 AD

First bookkeeping systems
Cylindrical tokens were used for bookkeeping in Middle East.

Modern Accounting
Banks started using double-entry bookkeeping. Debit in Latin means "he owes" and credit in Latin means "he trusts".

1000 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

1880 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

Modern measurement
Large companies started using abstract high-level measures for company performance. DuPont, value driver trees, ROI measures were introduced.

1880 AD

科学管理与工作研究
大型公司开始使用抽象的高层指标来衡量公司业绩。DuPont, 价值驱动树, ROI 指标被引入。

1920 AD

现代测量
大型公司开始使用抽象的高层指标来衡量公司业绩。DuPont, 价值驱动树, ROI 指标被引入。

1900 AD

科学管理与工作研究
大型公司开始使用抽象的高层指标来衡量公司业绩。DuPont, 价值驱动树, ROI 指标被引入。

Value based frameworks
Value based management maximizing shareholder value.

1900 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

1900 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

KPI models with augmented insights
KPI models were calibrated with industry performance data. You can at any time know your company's performance and relate it to your competitors' performance.

1980 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

1980 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

KPI as a part of a holistic management framework
Balanced Scorecard, KPIs are both financial and non-financial and they were related to strategic objectives and categorized as cause and effect (lead/lag).

1990 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

1990 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

KPI with recommended levers
Modern measurement framework can now, come up with proposed levers on what to improve in your business based on the KPI analytics.

2018 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

2018 AD

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

1920 AD

科学管理与工作研究
大型公司开始使用抽象的高层指标来衡量公司业绩。DuPont, 价值驱动树, ROI 指标被引入。

现代测量
大型公司开始使用抽象的高层指标来衡量公司业绩。DuPont, 价值驱动树, ROI 指标被引入。

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

现代会计
银行开始使用复式簿记。Debit in Latin means "he owes" and credit in Latin means "he trusts".

2020 AD

科学管理与工作研究
大型公司开始使用抽象的高层指标来衡量公司业绩。DuPont, 价值驱动树, ROI 指标被引入。