

# The Ultimate Consulting KPI Checklist

Understanding benchmarks and tracking key performance indicators (KPIs) is a strategic imperative for consulting firms wanting to optimize their performance and drive sustainable growth. But where do you start? Below is a list of the top KPIs tracked by consulting and professional services organizations, as well as benchmarks to help you compare your firm to industry standards.

## Project Benchmarks

| KPI                      | Goal | Description  | Current Level? |
|--------------------------|------|--|----------------|
| Utilization Rate         | 80%  | The average utilization rate for consulting and professional services organizations is just over 71%. Consulting firms should be aiming for a utilization rate of 80% ( <a href="#">SPI Research</a> ) |                |
| Average Project Overrun  | 8%   | High-performance consulting and professional services organizations average 7.6% ( <a href="#">SPI Research</a> )  |                |
| On-Time Project Delivery | 85%  | High-performance consulting and professional services organizations deliver projects on time 85.3% vs. an industry average of 73.1% ( <a href="#">SPI Research</a> )                                   |                |
| Project Profit Margin    | 40%  | Consulting firms should be aiming for a project margin of 40% ( <a href="#">SPI Research</a> )   |                |

## People Benchmarks

| KPI   | Goal | Description  | Current Level? |
|---|------|--|----------------|
| Employee Turnover Rate                      | 13%  | Consulting and professional services have some of the highest industry turnover rates at 13.6%. ( <a href="#">LinkedIn</a> )   |                |
| Headcount / Staff Growth Rate               | 13%  | High-performance consulting and professional services organizations grew at 9.7% vs. industry average of 4.1%. ( <a href="#">SPI Research</a> )  |                |
| Employee Satisfaction / Recommendation Rate | 93%  | Great places to work are characterized by high employee engagement and a strong recommendation rate. 93% of high-performing firms would recommend or strongly recommend their company to friends or family. ( <a href="#">SPI Research</a> ) |                |
| Average Revenue Per Consultant              | 270K | According to SPI, the average revenue per consultant has been 204K over the past three years, with the most mature firms coming in at \$270K per consultant. ( <a href="#">SPI Research</a> )  |                |

## Sales & Marketing Benchmarks

| KPI                         | Goal | Description   | Current Level? |
|-----------------------------|------|---|----------------|
| Deal Pipeline               | 200% | Traditional sales rule of thumb says 3:1 is the ideal sales pipeline coverage. However SPI finds that high-performance consulting and professional services organizations average a 201% pipeline relative to bookings ( <a href="#">SPI Research</a> ) |                |
| Net-New Sales               | 30%  | High-performance consulting and professional services organizations generated 33% of their revenue from new clients. ( <a href="#">SPI Research</a> )   |                |
| Win Rate                    | 60%  | The win rate for high-performance consulting and professional services organizations is 55.4% ( <a href="#">SPI Research</a> )  |                |
| Marketing Budget Percentage | 10%  | The highest-growing consulting firms dedicate 10% of their revenue to Marketing ( <a href="#">Hinge Research</a> )  |                |

### NOTE:

Let the benchmarks above serve as a reference, but the right KPIs for YOUR firm will depend on many variables, including company size, customer needs and industry(s) served.

## Overall Company & Profitability Benchmarks

| KPI                             | Goal | Description  | Current Level? |
|---------------------------------|------|--|----------------|
| Net Revenue Growth              | 15%  | On average, consulting and professional services organizations have grown at a rate of just over 9% in the past three years. Firms wishing to expand should shoot for yearly growth of 15%. ( <a href="#">SPI Research</a> )         |                |
| Overall Profitability           | 20%  | According to SPI the average is 12.7% but high-performing firms are averaging more than 20%. ( <a href="#">SPI Research</a> )  |                |
| Client Satisfaction / Reference | 75%  | Ideally, this would be 100%, but not every engagement ends as a success. According to SPI, 75% of clients are referenceable at high-performance consulting and professional services organizations. ( <a href="#">SPI Research</a> ) |                |



For more details on these KPIs, or to learn how to calculate them, download our Ultimate Guide to Consulting KPIs.

[Get the Guide >](#)