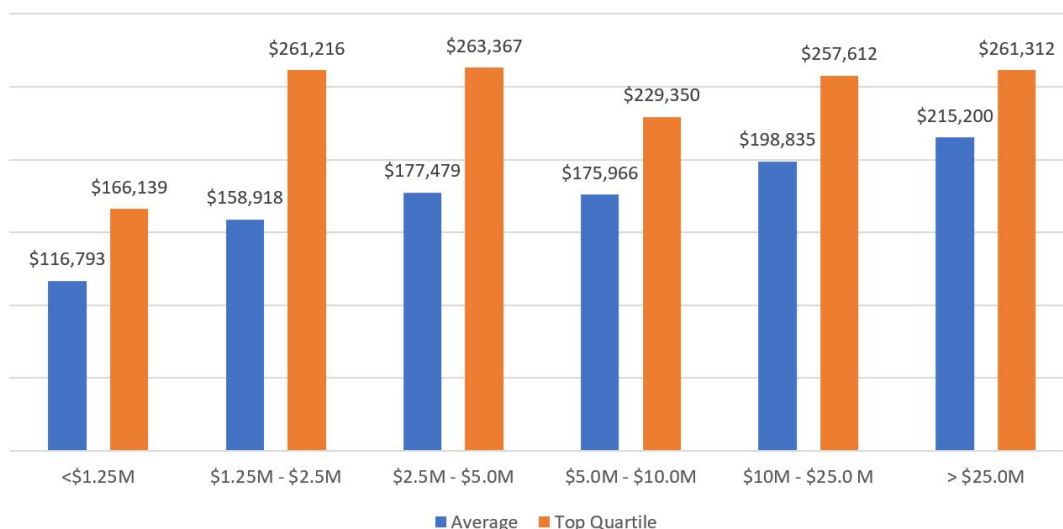


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## A Simple, but Revealing Metric

Revenue per employee is a simple yet revealing metric. Calculated by dividing the total revenue of your firm in a year by the full-time equivalent employees (1099 and outsourced employees included) during the year, the metric can reveal a lot about the health of your agency. No metric is better to quickly assess your firm's overall productivity. Below is the revenue per employee from the 2018 [Best Practices Study](#).



What was your revenue per employee in 2018? Are you above or below the average for your Best Practices size category? If so, are you in the top

Like many metrics, there is typically a story behind the story and the metric itself cannot diagnose an issue. However, it can draw attention to a symptom of a larger issue. In this case, low revenue per employee often indicates poor productivity and profitability. Are you investing heavily in the future, creating short-term hits to your revenue-per-employee? Are you under-revenueed or overstaffed? Are your processes and uses of technology creating inefficiencies? Are your contingent/bonuses proving to be a drag on performance?

These are just a few examples of potential causes of a poor revenue-per-employee result. If your revenue-per-employee is low, dive in a figure out why and then, if appropriate, get to work on a solution.

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