BT4VET
Business Transformation of VET

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BT4VET Financial Monitoring Tool

How-to guide

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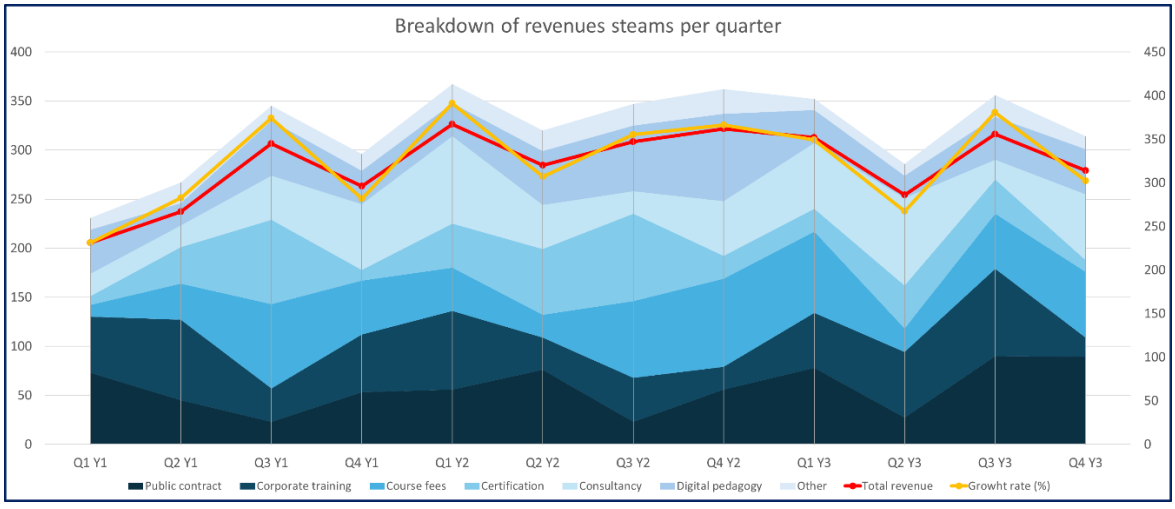
Understand performance. Support decisions. Drive sustainable growth.

This financial tool supports VET providers in tracking and interpreting the most critical metrics that shape their organizational health. Each indicator focuses on a specific aspect of operational and financial performance, helping you make sense of where your organisation stands — and where it should go next.

Metric 1: Growth Rate (Net Sales Revenue)

- **Definition:** Measures the percentage increase or decrease in total revenue from one period to the next.
- **Formula:** (Current Period Revenue – Previous Period Revenue) / Previous Period Revenue × 100
- **Purpose:** To assess how quickly your organisation is expanding (or contracting), and to identify periods of peak revenue.
- **Instructions:** Input total revenue per quarter (broken down by type: public contracts, course fees, digital products, etc.). The growth rate will be calculated automatically.

Insight tip: Strong growth without profit may indicate inefficient expansion or rising costs.



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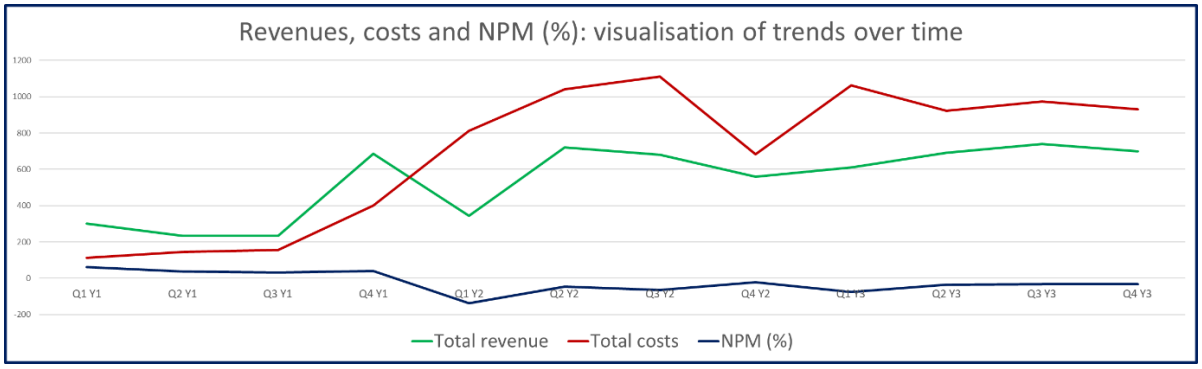
Metric 2: Net Profit Margin (NPM)

- **Definition:** Shows what percentage of total revenue remains as net profit after all costs are deducted.
- **Formula:** (Net Profit / Total Revenue) × 100
- **Purpose:** To evaluate financial efficiency and understand how well the organisation turns income into profit.
- **Instructions:** Enter fixed, variable, and other costs. The tool will calculate total costs and net profit per period.

Insight tip: If revenue grows but profit margin drops, investigate cost drivers or inefficiencies.



Metric 3: Revenue vs Forecast (%)

- **Definition:** Compares forecasted revenue to actual revenue, showing whether financial targets are being met.
- **Formula:** (Actual Revenue – Forecasted Revenue) / Forecasted Revenue × 100
- **Purpose:** To measure planning accuracy and assess forecasting quality over time.
- **Instructions:** Input projected (forecast) and actual revenue per quarter. The tool shows variance in percentages.

Insight tip: Consistent underperformance may signal unrealistic targets — or deeper strategic misalignment.

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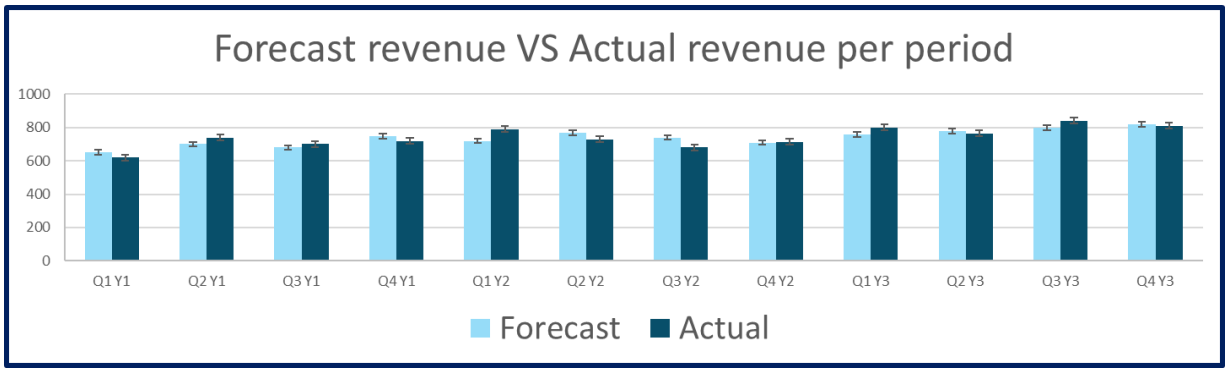
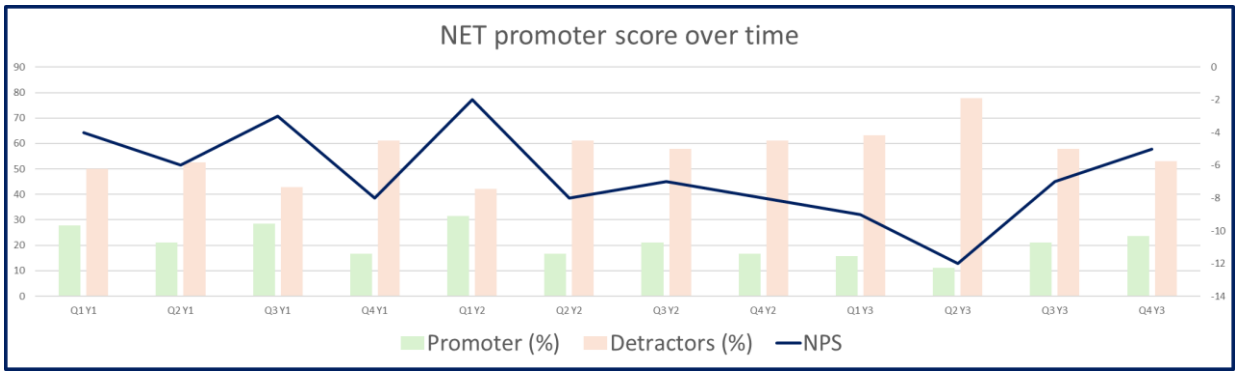


Metric 4: Net Promoter Score (NPS)

- **Definition:** Measures learner or client satisfaction and loyalty based on the likelihood to recommend your services.
- **Formula:** % Promoters (scores 9–10) – % Detractors (scores 0–6)
- **Purpose:** To monitor service quality, client engagement, and reputation trends.
- **Instructions:** Collect satisfaction survey scores per quarter (scale 0–10). Input the data and track changes in NPS.

Insight tip: Combine NPS with open-ended feedback for qualitative insights that drive improvement.



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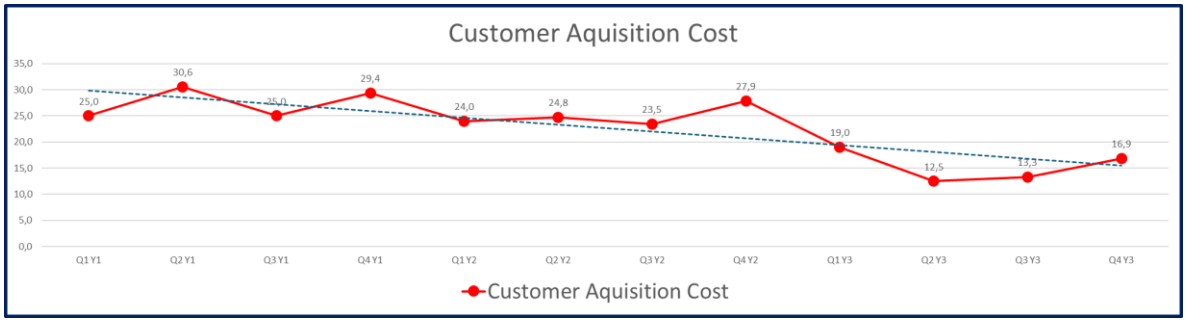
Metric 5: Customer Acquisition Cost (CAC)

- **Definition:** Indicates how much it costs your organisation to acquire one new customer or learner.
- **Formula:** Total Acquisition Costs / Number of New Customers
- **Purpose:** To evaluate marketing and outreach efficiency — are your recruitment strategies cost-effective?
- **Instructions:** Input direct and indirect sales/marketing costs, and number of new learners or clients acquired.

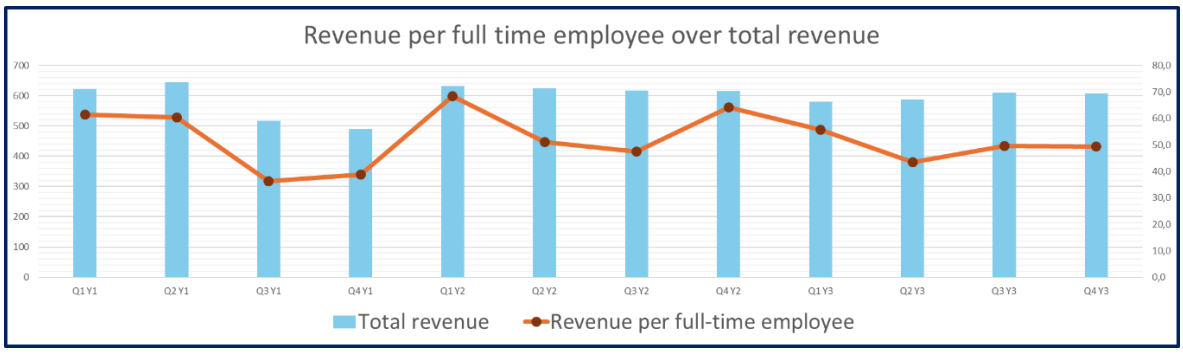
Insight tip: Use CAC trends to decide where to invest your outreach budget more strategically.



Metric 6: Revenue per Employee (Rev/FTE)

- **Definition:** Measures how much revenue each full-time equivalent (FTE) employee generates.
- **Formula:** Total Revenue / Effective FTEs
- **Purpose:** To monitor workforce productivity and resource optimisation.
- **Instructions:** Input total revenue, staff headcount, and average working time per employee. The tool will compute FTEs and productivity.

Insight tip: Use this metric to identify staffing gaps, productivity bottlenecks, or scaling opportunities.



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How to Use the Tool Effectively

1. Go to each sheet and follow the input instructions provided.
2. Fill in your own organisational data for each quarter.
3. Explore automatically generated metrics, trends, and charts.
4. Use insights to support decisions, detect risks, and compare performance across time.
5. Enter data consistently to ensure reliability.
6. Use the tool quarterly or bi-annually for meaningful tracking.
7. Customise thresholds and labels to fit your organisation's size and strategic context.

Final Note

“Numbers don’t make decisions. People do — but smart people use the right numbers.”

This tool is more than a spreadsheet — it’s a strategic companion that helps VET managers focus on what matters most: sustainable growth, efficient delivery, and measurable impact.

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