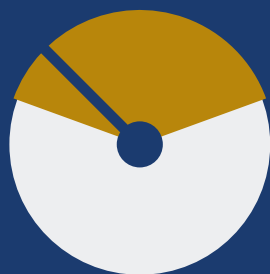




WEEK 7 — Dashboarding and Coaching for Success

HopeBuilds: Dynamic Business Development Program



Facilitator: Liz Lockett

The Dashboard

- The dashboard is a tool that allows you to visualize key performance indicators (KPIs) for your business.
- Define — Measure — Track, daily.
- It's your benchmark for success.



RED

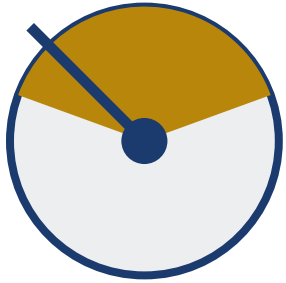


YELLOW



GREEN

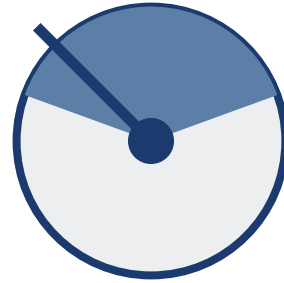
Key Indicators on a Dashboard



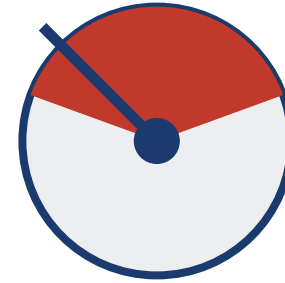
Direction Signals



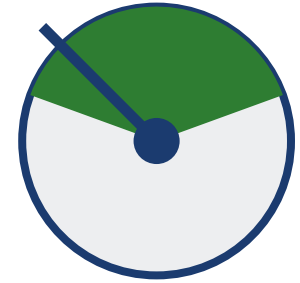
Speedometer



Tachometer



Temperature Gauge



Fuel Gauge

Key Drivers

- Number of customers
- Growth rate
- Total sales
- Expenses
- How customers rate you, on a scale from 1–10
- Anything else that is a key driver of your business



RED

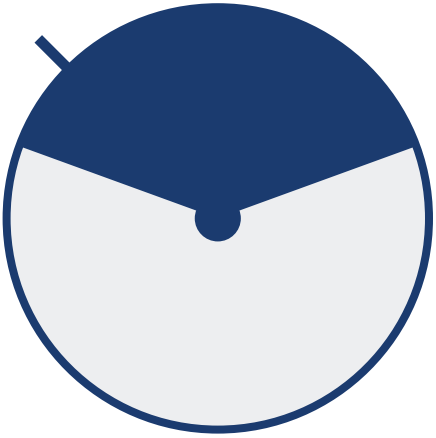


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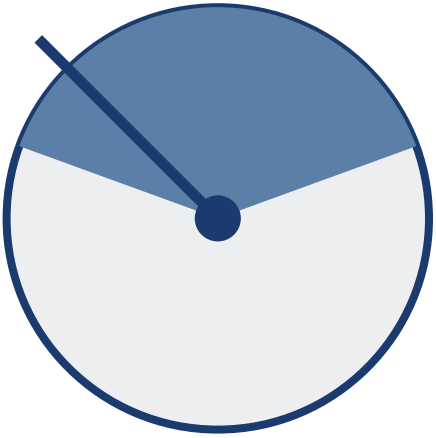
Speedometer



Measures movement of a car. A business could measure movement as:

- Sales growth
- Client growth
- Market share growth

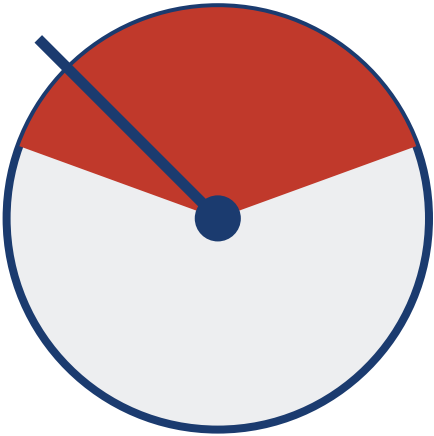
Tachometer



Measures wheel rotation on a car. To evaluate rotation in a business, review:

- Operating cycle
- Conversion cycle / rate

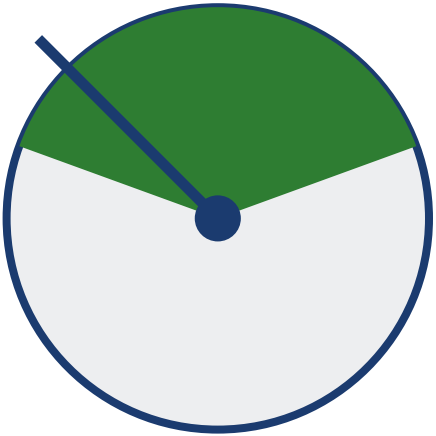
Temperature Gauge



Measures the engine coolant temperature — the system that maintains operational efficiency. Is YOUR business hot or cold?

- Profit margins
- Accounts receivable
- Accounts payable
- Inventory

Fuel Gauge



Measures how much fuel (power) remains in the tank. No fuel, no power. No power, movement stops. What fuels your business?

- Marketing strategy
- Technology infusion
- Employee engagement

There Is No Need for a Dashboard With Key Indicators if the Vehicle Is Not Moving.

We must get moving! Someone must steer.

How Is the Business Steered?



RED



YELLOW



GREEN

Businesses Are Steered by Key Decision Makers

CFO

Owners

Managers

COO

Directors

CEO

Steering Must Be Deliberate and Purposeful

Steering your business requires that you Coach.

Coaching Is Your Signal

- Coaching is the tool used to communicate.
- You must signal before changing lanes, making turns, and slowing down.

What Happens if You Don't Use Signals?

Accidents

Distorted branding

By-Pass Your Exit

Missed opportunities

Road Rage

Unhappy employees

How Do I Use My Signals Effectively?

1

Observe

Pay attention to what's happening in your business and market.

2

Investigate

Dig into the data behind what you observe.

3

Leverage

Use what you've learned to make deliberate moves.

Resources

- www.thedash.com
- YouTube
- www.usbank.com

Disclaimer

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Thank You

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