

Dashboard Development Day

Dashboard development day

The business dashboard brings together all the key intelligence required to guide and grow your business in one place at one time. Comparisons can then be made, problem areas highlighted and action taken to stay on course. The businesses which are controlled by well constructed business dashboards make better decisions, have fewer surprises and are far more likely to hit their targets.

Using experience-based learning you will:

- Understand your business model, the key performance indicators and success drivers
- Decide what should be shown on your particular dashboard
- Identify from where how and when the information is to be gathered
- Build a business dashboard for your company using our simple matrix
- Learn how to read, interpret and act on the information

At the end of your dashboard development day you will go away with a dashboard designed specifically to control your company - all for only £1,950.

[Book your dashboard development day NOW](#) and take the controls of your business.

Why build a business dashboard?

When driving a car our eyes are frequently glancing at the dashboard. What is our speed relevant to the conditions, are we short of petrol, how long before we reach our destination? Imagine the feeling of frustration and indeed danger if we were driving blindfold. The dashboard gives us the peace of mind to enjoy the journey and know we will make our destination safely and hopefully on time. Whilst the information is gathered from under the bonnet we seldom have to lift it unless a particular dial indicates that something is going seriously wrong.

The business dashboard fulfils precisely the same function as its car based equivalent. There are masses of figures flying around in even a small business covering not only the finances but business development, production and so on. It is easy to spend significant time and effort getting bogged down in them without really understanding what they are actually indicating about the progress of the business. The business dashboard eliminates this by presenting all the information you need to know in one place at one time. It shows if your company is on track to achieve the desired results and where you should look if you are straying from the path.

Dashboard development tool provided free with all dashboard development days. Can be purchased separately too.

What is on the business dashboard?

Great so we are sitting at the controls staring at our dashboard. There are dials and flashing lights but as yet no names above them or any scales and figures. What are the key facts that our business navigator should know and the dashboard needs to show?

In any commercial organisation there are actually only three essential activities:

1. Obtaining sufficient business to meet growth targets
2. Delivering that business to acceptable levels of quality and profit
3. Being paid in full and on time

Not surprisingly, this is the primary focus of any dashboard which should include top line figures from such elements as business development activities, the sales pipeline, revenues, costs and profits.

In addition, there might well be some key indicators which are specific to a particular business or market. These might include:

- Billable days for people based organisations
- Production output for manufacturers
- Stock levels for retail and wholesale
- Exchange rates for importers and exporters
- Google rankings for web based businesses

The importance of targets

Imagine an athletics stadium with no white lines, starting guns, measuring devices or stop watches. The competitors would be wandering aimlessly on the grass like cows in a meadow contented but never challenged or having the thrill of beating any target. A company without clear targets which are rigorously and regularly measured against actual performance is just as lethargic with nothing to trigger a concern and nothing to celebrate. However, it is amazing how many activities are undertaken in the average business without any clear expectation or desired outcome being set. The maxim 'shoot first and whatever you hit call it the target' is still prevalent in many board rooms. It is important to adjust targets for seasonal variations too.

We guide you every step of the way to develop your own business dashboard

Monitoring the business dashboard

Business is all about effort and cost to results. Clearly the objective is to improve efficiency and processes in order to reduce the effort and increase the results. With the relevant figures being captured on the business dashboard it is possible to see what you are putting in compared to what you are getting out. Such calculations will vary from company to company, depending on the business model. With the dashboard in place and accurate figures being produced and

monitored it is now possible to make comparisons year on year, month on month. One can immediately see variances which if significant can initiate enquiries to identify what is going on and act on this intelligence.

'I just don't know how we managed the business without this' a client said to me the other day. It had taken us some time to get the idea fully accepted but once implemented the benefit was instantaneous. At last he had his hands on the key levers of his business. He was in control and the likelihood of the business achieving the annual targets was significantly improved.

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