

Creating Your Executive Dashboard

Establishing and deploying a Tactical Action Plan is a necessary first step towards effectively and efficiently managing your business. Knowing what Critical Success Factors (CSF) to ‘keep your eye on’ as you navigate day-to-day and towards growth is essential to monitor progress and measure results.

Picture the dashboard of your car – everything that you need to check the status of your car’s operations is displayed in a visually appealing as well as easy to comprehend manner. Effective product design creates the simplest visual format to display needed information when needed and guides or prompts action.



Keeping track of speed is an example of a data point that is always needed and therefore should always be readily accessible. Knowing when to service your car is only needed when you first turn on the engine but later may become a reminder as the time for service gets closer. Engine temperature rising too quickly or oil pressure dropping appears as a must-act emergency alert immediately.

Now think about you and your business. What do you need to monitor on a daily basis to understand the status of your business? What Critical Success Factors should you be monitoring on a continual basis and using what data-driven metric? What categories best capture the relative health of your business both from a day-to-day operational perspective as well as a means to chart progress and growth?

The effective executive must keep certain metrics ‘top of mind’ at all times. These metrics must be data-driven, the data sources must be accurate and reliable, and the measures must be readily understood yet reasonably simple in nature. These are the keys to action and results.

An effective executive dashboard must evaluate the essential factors that assess the business, the people (both within the company and within the business network and ecosystem) and the executive’s own Critical Success Factors.

YOU			YOUR BUSINESS			YOUR TEAM & NETWORK		
My Skills & Abilities	How I Spend my Time	My Personal Life-Goals	Goals & Objectives	Income & Expense	Tactical Action Plan	Who do I Know	My Advisors & Mentors	Key Employees & Delegation
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Areas for Growth	How Should I Spend my Time	My Exit Strategy	Strategy & Tactics	Financials	Metrics	Who Do I Need to Know	Extended Network	Employee Development Plan
Alignment / Accountability / Results								

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At the center of this simplified dashboard are the factors and metrics that monitor the day-to-day operations of the business. These data-points should be specific to your business and should 'at-a-glance' be able to tell you if you are 'on track', 'off course' and should also set the stage for what actions you need to take that very day.

Flanking to the sides and surrounding your business are you and the people that are part of your business ecosystem. Knowing what special skills and abilities you bring to the business and where to best focus your efforts for growth guides your decisions about what you should be doing and what work you should be delegating. As well, knowing what you want for your unique work-life balance and your personal goals, objectives and exit strategy will enable you to apply yourself with passion and dedication while setting the limits that will keep you active and healthy.

Understanding the people that make up your team (the internal network of your business) and the people that help and guide you (your personal 'brain trust') and your extended network (not only who you know now, but also who you need to know – including your suppliers, contractors and competitors) will enable you to utilize your team and your network to the best advantage for you and your business's success. Understanding that all business is a 'team sport' the effective executive enables others as well.