



Building your business dashboard



The critical metrics you need to stay in the air and reach your destination

Set-up: How's your business going?

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Step 1: Plan. Set your destination

<p>What "success" or outcome(s) would make you stay in business? Why did you start your business?</p>	<p>How are you going to measure that outcome?</p> <p>Data Source:</p> <div style="display: flex; justify-content: space-between;"> <div style="border-top: 1px solid black; border-left: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-top: 1px solid black; border-right: 1px solid black; width: 40%; height: 20px;"></div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="border-left: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-right: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> </div>
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Step 2: Liftoff. Get (and stay) off the ground

<p>Data Sources for Lift (income)</p> <div style="display: flex; justify-content: space-between;"> <div style="border-top: 1px solid black; border-left: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-top: 1px solid black; border-right: 1px solid black; width: 40%; height: 20px;"></div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="border-left: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-right: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> </div>	<p>Data Source(s) Gravity (expenses)</p> <div style="display: flex; justify-content: space-between;"> <div style="border-top: 1px solid black; border-left: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-top: 1px solid black; border-right: 1px solid black; width: 40%; height: 20px;"></div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="border-left: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-right: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> </div>
<p>Fuel (inputs)</p> <p>Data Source(s):</p> <div style="display: flex; justify-content: space-between;"> <div style="border-top: 1px solid black; border-left: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-top: 1px solid black; border-right: 1px solid black; width: 40%; height: 20px;"></div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="border-left: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-right: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> </div>	<p>Thrust (outputs)</p> <p>Data Source(s):</p> <div style="display: flex; justify-content: space-between;"> <div style="border-top: 1px solid black; border-left: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-top: 1px solid black; border-right: 1px solid black; width: 40%; height: 20px;"></div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="border-left: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> <div style="border-right: 1px solid black; border-bottom: 1px solid black; width: 40%; height: 20px;"></div> </div>

Get to the heart of your data.





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Step 3: Aviate. Fly your plane

Data Source(s) for levers:

Data Source(s) for engines:

Step 4: Navigate. Stay on course

How frequently do you need to be checking your compass and instrument panel?
How often will those values change, and how often can and will you actually make changes?

Step 5: Evolve. Reach new heights!

How what do you commit to doing within the next two weeks to ensure you aren't flying with blinders on?

What is at least one "stretch goal" for how you would like to use data in your business?

Get to the heart of your data.

