Steps to Dashboard Success

- Understand your audience
- Start with Business Goals
- ▶ Do the "So What" Test
- Identify what needs to be fixed
- Identify where you can improve
- ► Tells the story in 60seconds or less





@queenofmetrics #PRMeasure

Goals & Suggested Metrics

Goals

Contribution

Metrics

Goal 1: Meet Sales Targets

Goal 2: Reduce Risk/Threats

Goal 3: Increase market share in new market

- Expaind the marketable universe
- Reduce sales cycle
- Increase Trust
- Increase advocacy

Expand the marketable universe

- % Increase in desirable share of voice
- % in awareness
- % increase in undesirable voice
- % increase in trust scores

- % increase in desirable voice in new market
- % increase in awareness of brand in new market



@queenofmetrics #PRMeasure