

Executive Dashboards & Balanced ScoreCards

What Is An Executive Dashboard (AKA “Balanced ScoreCard”)?

A custom-tailored Reporting Tool that gives your Senior Management Team visibility into all vital drivers of market success. It should cover:

Profit Growth

- **Profits:** Do Revenue, Gross Margins, OpEx & Net Profits Meet Goals?
- **Revenue x Source:** Which Product Lines, Major Services, Business Units & Geographies Deliver the Revenues and Margins You Seek?
- **Key Variable Expenses:** Which Ones Are Dragging Down Profits?
- **Inventories:** Are Inventories as a % Of Revenue Getting Leaner?

Markets & Customers

- **Repeat Business:** Which Customers Show Year Over Year Rev. Growth?
- **New Business:** Are You Meeting 2012 Goals For: Revenue From New Customers? New Geographies? New Market Categories?
- **New Products/Services:** Are They Meeting Revenue Projections?

Excellent Execution

- **Sales & Marketing:** Is Revenue per Sales Person Trending Up? Is Revenue Return on Marketing Dollars Spent Improving?
- **Product Development:** Do New Products Release On Time? Are We Ready To Go To Market?
- **Manufacturing & Service:** Do We Consistently Deliver On Time, w/ High Quality, Low Wastage, Good Capacity Utilization, & Accurate Forecasts?
- **Customer Support:** Are Issues Resolved Quickly, the First Time? Are We Meeting Higher Call Volumes with Fewer Resources?

People & Culture

- **The Basics:** Labor Costs As % Of Revenue, Headcount Growth, Temp Labor Expense, Overtime, Absenteeism, Injury Rates, and Attrition.
- **Employer Of Choice:** Employee Engagement, Hiring Quality, Employee On-Boarding, Computer & Process Literacy, and Internal Mobility.

**Scorecards Give You the Visibility You Need
To Improve the Core Processes That Drive Profitability**

Benefits of Balanced ScoreCard

- Senior Management On Same Page Re: Goals/Progress
- More Productive Month End Reviews
- Vastly Improved Visibility into Company Performance
- Immediate Identification of Issues Affecting Customers
- More Repeat Business, Faster Ramp Up of New Products and Services
- Improved Margins, Better Expense Controls
- Improved Companywide Execution
- More Engaged Workforce

About ScoreCard Partners

- We Design & Build a ScoreCard Tailored to Your Company
- Focus on Exec Team & Sr. Management
- >40 Successful ScoreCards in Small/ Medium Companies (\$20M-\$1B Rev)
- 90 Day Design & Build Process
- Based in San Francisco, Clients Nationwide & Globally

Resources (click for more info):

- www.scorecardpartners.com, or
- Call 415.446.5531



...Balanced ScoreCards, Designed and Built, in 90 Days