



## Team Discussion

1. Does your team have a dashboard that allows them to quickly assess if they are winning or losing?
2. Brainstorm with your team one or two dashboard metrics for each of the following categories:

**Profit Metrics** – Are you making progress toward your financial goals? Are your revenue, expenses, and net income moving in the right direction?

**Purpose Metrics** – Are you reaching more of your ideal clients? Is the quality and impact of your product or service improving?

**Current Reality Metrics** – Are you achieving your current goals and objectives? How is your performance on things like production rates, client conversion rates, event attendance, client feedback, or sick days?

**Future-oriented Metrics** – Are you on track to achieve your future goals and objectives? How is your performance on things like number of blog articles published, percentage of hours dedicated to sales and marketing, or levels of staff training and development?

