



EXECUTIVE SUMMARY

Strategy + Slides + Story = Money

THESE TAKEAWAYS HELP YOU RUN FASTER TOWARD YOUR BUSINESS GOALS

“No one wants a drill. What they want is the hole.” Or so the saying goes. Yet after an entire magazine devoted to data, dashboards and decks, I have to admit, no executive wants any of that. What they want is the money.

For now, though, the best way to get a hole in the wall is to use a drill. And for the foreseeable future, the best way to get the money is to use data, dashboards and decks.

That’s what this magazine is about and why what you’re holding is called the “Action Issue.” Now is the time to take action with what you learn from this magazine and what you can then draw from your own data. Read this whole Issue 3 (and go back to Issues 1 and 2) for ideas on how to evolve your company’s data, dashboards and decks.

Each article in this issue is designed to standalone with

quick tips and examples to grasp at a glance. Some of those tips are geared more for the people who are hands-on with the data and the tools, who can make some clearer visualizations in Tableau or drop story elements into PowerPoint.

For executives, the most valuable insight is building your decision-making on the strategic dashboard matrix. That’s where all your data and dashboards are aligned to the company org chart. Without that underlying structure, we’re just making prettier charts for pretty’s sake.

That structure gives makes the data more powerful. It ensures dashboards tier up to the company’s top goals. And it means presenting that data will capture the most meaningful story. Because what you want, what you need, is more customers, more revenue, more profits — more money.



1) Strategy

Align your data and dashboards to your org chart

Everyone across the company knows which data is most important and how their insights tier up and down the organization. Executives, directors and analysts each have a dedicated tier with dashboards and metrics designed to their needs within the big picture.



2) Slides

Create visualizations that speak executives' language

This isn't a dashboard and it isn't a PowerPoint slide; it's the best of both, a hybrid view that's accessible and presentable. If the world's most incredible dashboard isn't in a widescreen format with a clear headline that can be presented to company leadership, does it make a sound? Dash/slide hybrids amplify your data's value.



3) Story

Put a face on data to connect it with what matters most

Here's the critical last step to drive the right decisions that make the money. Data is usually just a proxy for people: the frustrated customers, the happy loyalists, the prospect you can acquire if you only knew how. Layer the narrative, tension and emotion onto your data to create a compelling story that drives customers, revenue and profit higher and higher.