

O P E R A T O R G U I D E

The KPI Dashboard Every Owner-Led Business Needs

A KPI dashboard is a one-screen view of the numbers that tell you how the business is running. It shows what matters. It hides what does not. You look at it once a week and you know.

01 The numbers

Cash

- ☐ Cash on hand. Cash in this week. Cash out this week. Weeks of runway.

Sales

- ☐ Revenue this month. New customers. Pipeline. Close rate.

Operations

- ☐ On-time delivery. Open issues. Cycle time. What is stuck.

02 What to leave off

Vanity numbers. Page views. Social followers. Anything you cannot act on this week. If it does not change a decision, it does not belong on the dashboard.

03 How to build it

- ☐ Pick the numbers. Eight to ten is enough. More than that and you will not look at it.
- ☐ Put them in one place. A spreadsheet works. A tool works. The place does not matter. The habit does.
- ☐ Set the target for each one. What good looks like.
- ☐ Update it every week. Same day. Same time.
- ☐ Look at it in the weekly meeting. Decide what changes.

If a number does not change a decision, it does not belong on the dashboard.

04 What to do next

Write down the eight numbers you wish you could see every Monday. Put them in one place. Update them this week. That is the dashboard.