

Build the Dashboard ... Help CEOs Sleep at Night



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Written by Kate Sheridan

I have never met a CEO who didn't have an underlying fear that he did not have his thumb on some part of his company's operations. This fear keeps CEOs up at night.

If you are in leadership - or sales - you know that they way to build your value is to solve the thing that keeps people up at night.

You are solving problems on a daily basis. You are observing trends and nudging operations back on track with every decision that you make. If you are like most leaders and Human Resource professionals, you wonder if anyone notices all that you do to keep things running smoothly - legally and professionally.

The truth is, most CEOs have little idea of what you do every day. Their attention is spread over a vast amount of activity. But, I assure you - the operations of HR and

the leadership team does cross their minds. And I assure you - this mostly happens late a night when they are trying to sleep.

CEOs instinctively know that the internal operations of a company is where a business dynasty could unexpectedly topple. They know that a single lawsuit, disappearance of a employee talent pipeline or a missed forecast in human capital management could cost them their job. This isn't the reason they are losing sleep - CEOs make decisions for a living and they know how to compartmentalize. What keeps them up at night is not having a working operation of something for which they are responsible.

If you are a director, supervisor, manager or HR professional, you have a golden opportunity to solve this CEO concern - while also advancing your career. Go into Excel (or other dashboard software program), build a dashboard in a few hours and select 9-12 key performance indicators (KPIs) of data that you oversee and begin to distribute this in an *at-a-glance* format.

A dashboard is a snapshot of performance by you and your areas of responsibilities. CEOs love to receive this

quick update. You become the authority in their mind over the data you send and will be the one they call upon if something related arises at the highest level of decision-making.

Here are a few things to remember:

- Make the data simple to understand
- Distribute it consistently (for example, every Monday at 8 AM)
- Attach an explanation of what each indicator measures
- Alert the viewer to trends that may need attention
- Accentuate the positive data
- Tie the data to the corporate objectives

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