

## 12 Seasons of Business – November 2009

### A monthly update on CEO Tools applied to your business! \*

This month "12 Seasons" turns to a best practice for your business during the economic recovery: a top management dashboard. Clearly we're facing a slow, drawn-out recovery earmarked by continuing bankruptcies (e.g., CIT Group), a lack of big bank lending, and untenable underemployment, in turn creating ongoing consumer concern. Many positives do point to a recovery, albeit a rocky, long road.

Hope and optimism are good things! Especially if you have a genuine edge over competition with a well-thought-through dashboard to guide your business decisions. Here's an approach to help you build that dashboard (easily).

Please visit [www.ceotools.com](http://www.ceotools.com) and click on New Tools Catalog, then scroll down to the MeasureUp Dashboard and click on the PDF. This will permit printing a complete guide to building a better business dashboard, beginning today. You'll want to do it bit-by-bit, so start with just three or four of the charts shown and add as you have time or get the numbers to add the other charts to your customized dashboard. To speed up the process, you can order and download the Excel (XLS) version which is ready for you to just copy-paste in your key indicators. But the PDF contains all the same information to build it yourself, if you choose. In either case, you can customize any aspect of the charts for your best use.

Notice that we've organized the charts logically: the charts read left-to-right "**Drivers + Key Factors => Results**" and each row then portrays a particular business area to be managed. This, too, can be customized to any approach meeting your needs. Also, all fields and charts have been updated to manage your business through the end of 2010. This MeasureUp Dashboard was created specifically to concentrate on credit, cash, and customers as the key success factors during this recession/recovery.

Whether you build a dashboard along these lines or design yours from scratch, we hope that your dashboard brings you great success in the recovery months and years ahead.

With best recovery wishes,

Kraig Kramers

President & CEO -- CEO Tools, Inc. [www.ceotools.com](http://www.ceotools.com)

[info@ceotools.com](mailto:info@ceotools.com) [www.ceotools.com/blog](http://www.ceotools.com/blog) (404) 229-3027

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