

Creating a Dashboard that your CEO and Board Will Love
Ask Katie Paine Measurement Hour
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Katie Delahaye Paine
CEO
Paine Publishing

www.painepublishing.com
@queenofmetrics
measurementqueent@gmail.com

Steps to Dashboard Success

- ▶ Understand your audience
- ▶ Start with Business Goals
- ▶ Do the “So What” Test
- ▶ Identify what needs to be fixed
- ▶ Identify where you can improve
- ▶ Tells the story in 60-seconds or less



Goals & Suggested Metrics



Measurement Framework for regulated industry

Goal 1: Increase Brand Recognition

Increase desirable SOV

Increase unaided awareness among priority stakeholders

Increase in inbound information requests

Goal 2: Reduce Risk

Decrease in undesirable share of voice

Decrease in response time to crisis

Goal 3: Drive Increased market share around breast cancer

Increase in desirable share of voice in Breast Cancer conversation

Increase in awareness of brand within Breast Cancer market

Typical Framework for a Travel Destination

Increase number of visits

1. % increase in presence of key messages that drive visitors decisions
2. % increase in OCS Score
3. % increase in preference
4. % increase in downloads of visitor guide

With Partners

1. % increase in partners participating in programs
2. % increase in partner engagement on web site

Increase per-visitor spend

1. % increase in desirable exposure for of non-gaming related programs
2. % increase in downloads of non-gaming travel guides
3. % increase in agreement with “something for everyone” message

1. % decrease in cost per response
2. % increase in visitor volume per dollar spent

Typical Framework for consumer service company

Engage as Owners

With Employees

- % increase in “engagement score” in pulse survey
- % increase in employees proud to work with score
- % increase in of employees who participate in extra effort action/volunteer
- % reduction in absenteeism

With Customers

- % increase in NPS
- % increase in customer engagement with comms (web traffic, social engagement)

Improving Perceptions & Creating Advocacy

% of employees agreeing that they have a clear understanding and are informed of how work contributes to achieving goals.

% increase in awareness of CSR activities & community involvement

% change in ratio of favorable to unfavorable coverage & conversations

Support the business

Adherence to budget

% increase in revenue per employee (by source coding of revenue)

Progress against Survey Action Plan

Typical measurement framework for a media company

Support the business

% increase in audience reach

% increase in engagement

% increase in Video Start

Increase engagement

1. Increase in % of audience that is engaged

2. Engagement Index:

- Shares
- Comments
- Favorites
- Repeat visits
- >3 pages per visit

- Below Target
- At Risk
- On Target

DASHBOARD

Sales Target

Increases Brand Awareness,
Reduce Sales Cycle ●

	Bench- mark	Current	Goal
% increase in share of desirable voice	8.9%	8.9%	10%
% decrease in share of undesirable voice	3.1%	2.1%	<3%
% increase in awareness	11%	11%	13%

Risk Reduction

Increase Trust, Reduce
Threats ●

	Bench- mark	Current	Goal
% Decrease in undesirable Share of Conversation	10%	12%	8%
% Decrease in stakeholders not aware	21%	21%	7%
% increase in Trust scores	50%	45%	75%

New Market Share

Expand the Marketable
Universe ●

	Bench- mark	Current	Goal
% Increase in stakeholder awareness	10%	9%	20%
% Increase in online engagement on issue	10%	5%	15%
% Increase in in-bound requests for information	0	100	500

Typical Kick Butt Quality Score

Desirable Criteria	Score	Undesirable Criteria	Score
Contains a URL, Link or Phone Number or other call to Action	3.50	No Call to action	-1.0
Mentions a key message	0.75	Negative message, negative myth reinforced	-3.0
Contains a desirable visual	2.50	Contains an undesirable visual	-1.0
Contains a quote by a company spokesperson	0.75	A story or a headline that leaves the reader less likely to do business with you	-3.0
Dispels a Myth	0.75	Recommends the competition	-2.0
Leaves a reader more likely to do business with you	1.75		
Total	10.00		-10.0

QUARTERLY SUMMARY

Employee Engagement Quadrant:

1. Discretionary Effort
2. Commitment
3. Overall Satisfaction

Brand Communication Quadrant

1. % increase in opportunity to see a message
2. % increase in stakeholders hearing a message
3. % increase in stakeholders believing a message

Innovation Communication Quadrant

1. % increase in opportunity to see a message
2. % hearing a message
3. % believing a message

Brand Ambassador Quadrant

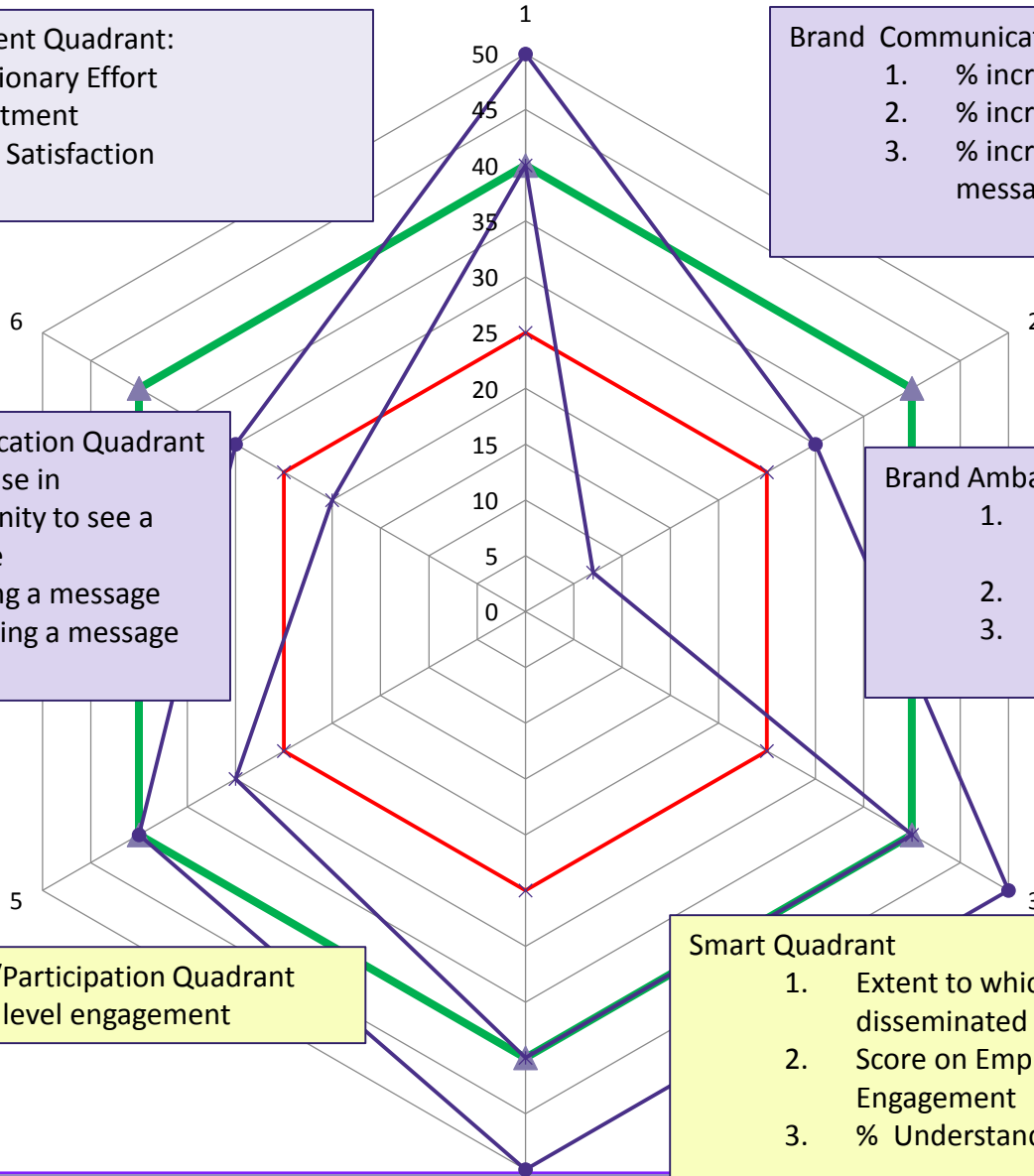
1. Extent to which they disseminated messages
2. Engagement Score
3. % Understanding Strategy

Channel Engagement/Participation Quadrant

1. % of high level engagement

Smart Quadrant

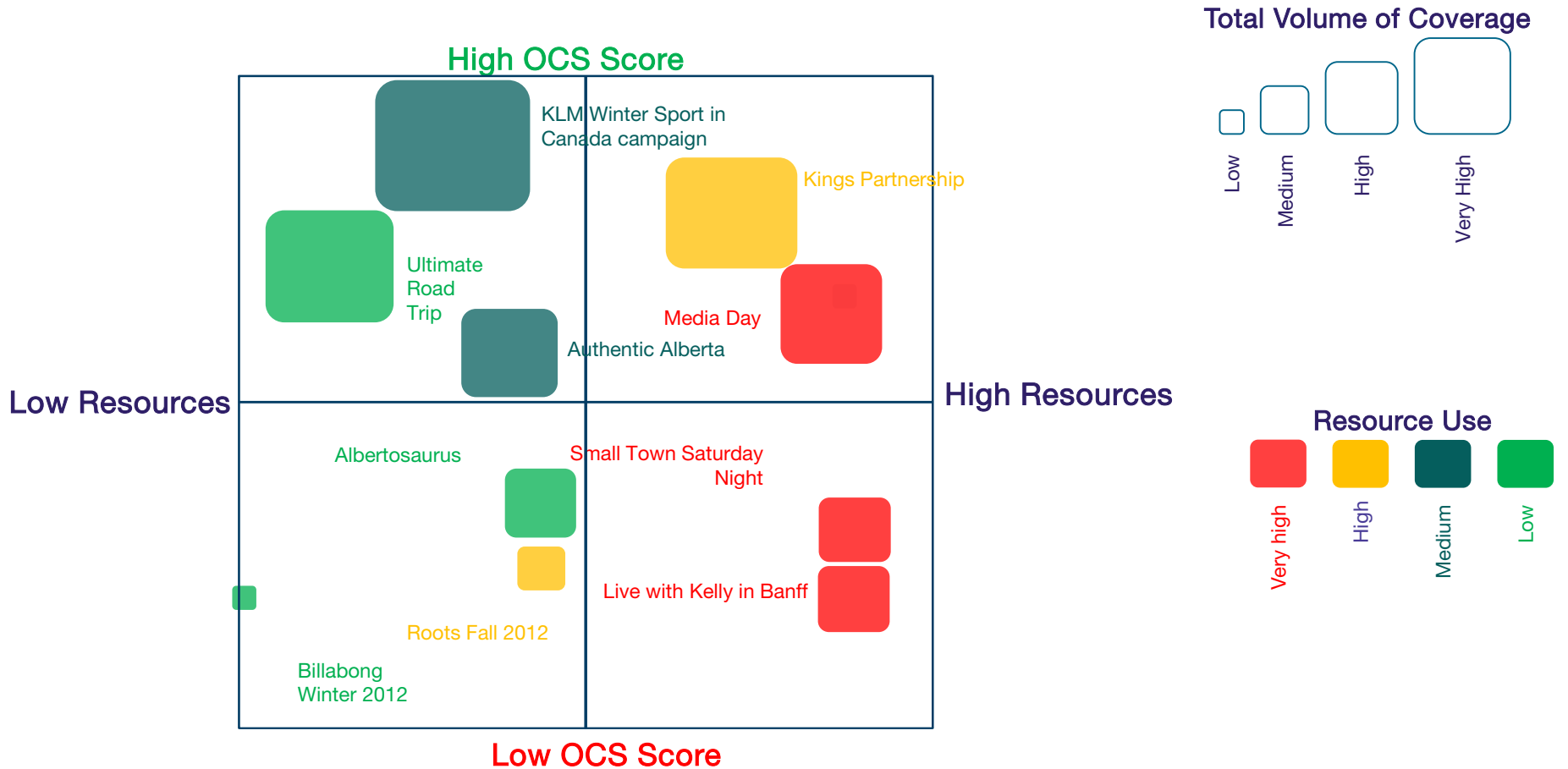
1. Extent to which they disseminated messages
2. Score on Employee Engagement
3. % Understanding Strategy



- Goal (Green line with triangle)
- Baseline (Red line with cross)
- Last Quarter (Purple line with asterisk)
- This Quarter (Blue line with circle)

What works? What doesn't work

► Success vs resource use



Remember These Points

1 It's not about the media, it's about the business and the customer

2 It's not about getting a gold star

3 The goal is to improve performance

4 You learn more from failure than success

5 Show trends, not snapshots

Thank You!

- ▶ For more information on measurement go to www.painepublishing.com
- ▶ For a copy of this presentation or to subscribe to *Your Measurement Moment*, our bi-weekly e-newsletter, give me your card or [email me at measurementqueen@gmail.com](mailto:measurementqueen@gmail.com)
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- ▶ Friend me on Facebook: Katie Paine
- ▶ Or call me at 1-603-682-0735

