

Business Plan Dashboard

“If You Don’t Know Where You Are Going, All Roads Will Get You There”

A business plan is a vehicle that helps you travel as straight a line as possible between “point A,” where you are and “point B,” where you want to go with your business entity. It is a tool that helps two or more people communicate clearly, avoid leaking time, talent and resources of the business entity and help them travel together from point A to point B.

A business plan is only valuable if it is used. One way to increase the utilization of your business plan once it is written and nimbly track performance is to build a business plan dashboard to evaluate your business plan.

There are **five key gauges** to utilize on a business plan dashboard:

1. Objectives
 - a. Look for use action verbs and focus on outputs

2. Measures
 - a. Two types of measures (objective and subjective)

3. Value
 - a. How will the condition of the business entity be improved?

4. Evidence
 - a. In God we trust, everyone else bring your data.

5. **Budget and Timeline (with milestones)?**
 - a. Enough said.



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