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Affiliated Timber Investment Conversion Advisors

## PROFESSIONAL INSIGHTS

*Best Business Practices Series:*

A White Paper

# “UNDERSTANDING THE EXECUTIVE’S DASHBOARD ON HUMAN METRICS”

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Best Business Practices Series:

“UNDERSTANDING THE EXECUTIVE’S DASHBOARD  
ON  
HUMAN METRICS”

Suggested Read & Review Time: 30 Minutes

### Introduction

In order to set and achieve an organization’s goal, the goal must be clearly defined and communicated in order to gain the cultural commitment to do something meaningful. The problem most organizations face today is that the real drivers, the key productive drivers (KPD’s) of goal achievement are rarely defined, sequentially prioritized, ranked, monitored or “Benchmarked.” And if we can not measure it ... we surely can not manage it.

In today’s fast-pace world of continually changing priorities all screaming for more and more rare resources, how is management going to be able to keep their “eye on the ball” when there no longer is just one ball in play and new ones yet to be thrown at her. And without defining and knowing which ball has the highest priority, how is one to logically allocate the meager personnel and financial resources at her disposal? Resource Allocation is key. That is the prime source and core causation of today’s risk in business and government. That is the single largest source of chaos, confusion and lack of courageous commitment in finding a “solution focused approach” to solving tomorrow’s problem today.

The solution is complex, if one has not experienced the process. The solution is straight-forward if one has experienced the process just once. Its all about seeing, mapping, understanding and navigating within the Contextual “Big Picture” as it in turn sets the driving parameters that control the cause-effect content (the metrics) of what one seeks to create and control. Its all about understanding the systemic feedback relationships (*statistical correlations*) between “Context and Content.” And that is all about seeing, believing and thus understanding the power of the following quote.

“Human metrics drives financial metrics.  
Measure what matters and the rest will follow.”

## Designing an Executive Dashboard® For the 21<sup>st</sup> Century

### Purpose

The purpose of this paper is two fold:

- First, it is to “briefly” outline, and discuss the importance of having an “**Executive Dashboard**®.”
- Second, it is to demonstrate through a Power Point presentation (to be shown later in this presentation) exactly why and how a professionally designed **Executive Dashboard**® can serve community leaders, customers and employees alike to mutually create, drive and maintain a World Class Organization regardless of the location, size or scope of the operations.

Corporate culture, employee pride, excitement and dedication are never reported with Wall Street’s PE ratios or AICPA’s audited financial statements to the SEC, However, these are the core resource drivers; these human resource attributes drive the generators and engines of all *World Class Organizations*.

Dollars may drive commerce but they do not systemically move people into the essential creative mind states of focusing on customer relations, respect or excellence. It is leadership’s job to recognize what’s missing. Therefore, it is leadership’s prime role to understand, define, measure, monitor, appreciate and respect the core essence of humanity calling for meaning, purpose and passion. NGO’s and non-profits have been tapping into this energy source for years - and speaking now in terms of dollars, with under and even non-paid volunteers.

Therefore, the most important and single question we all need to seriously ponder is ... “*Do we really know ... use ... and understand ... the exact leverage points ... that drives World Class Organizations?*”

### Defining an Executive Dashboard

An **Executive Dashboard**® is just what it implies. It is a quick and focused display of the most important Executive information about ... the strategic “attribution drivers” ... the success “determinants” ... required for business leaders to:

1. Clearly communicate and get the entire organization on the same “Strategic Sheet of Paper.”
2. Maintain absolute and up to date understanding as to a project’s SMART objectives, i.e.:
  - a. Where things should be. (*planned key production drivers and key output benchmarks*)
  - b. Where things currently are at ... relative to the planned benchmarks.
  - c. Gap Zone Analysis (**Green**= *excellent*, **Yellow**=*warning and Red*=*emergency Risk Operating States*)
3. Quickly shift the organization’s energy and resource deployment on issues that matter most.
4. Optimize organizational strategic objectives while minimizing operational risks.

Designed and engineered correctly, Executive Dashboards not only help Executives and departmental managers:

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#1) Pre define their: a) key productive drivers, b) key productive indicators (KPD's / KPI's) and c) key production outputs (KPO's) for their multi-departmental divisions and they also ...

#2) Assist management, customers and employees alike to “*cross-communicate*” what is vitally important “Right Now” ... by broadcasting the organization's monthly **Executive Dashboard**<sup>®</sup> Gap Reports.

The challenge for us in today's globally competitive markets is to get it right the first time by custom designing, developing and delivering a company wide Executive Dashboard that:

1. Gives a simple yet big picture overview of key attributes and activities within the business's success model.
2. Draws instant attention to impending and/or current circumstances that require immediate and persistent attention, *and* ...
3. Reveals enough to define i) what action is required, ii) by whom and by iii) when ... all on a single computer screen or sheet of paper.

### **Understanding When Common Sense Is Not All That Common**

The key to any business success ... regardless of focused scope or size ... is always found in increasing the: i) **Passion** (*Core Commitment*) ii) **Knowledge** (*Core Competencies*) and iii) **Accountable Authority** to succeed in creating and maintaining *employee-to-customer/client* ... win-win relationships. If any of these success drivers are missing, all is lost including the collective belief, hope and corporate commitment to know-how.

This presentation is not going to detail out all of the steps. It will however assist you to believe that this is possibly where the solution to many current and future complete risks may reside. Thus, to gain a firm grasp in actually applying these powerful and time tested principles one first needs to implement decision to learn ... then act one step at a time ... in order to find out, understand and then believe in the power of human metrics.

I wish you and your associates' stunning success towards implementing the Human Metrics portion of your **Executive Dashboard**<sup>®</sup>.

Online Powerpoint of the [White Paper](http://www.atica.us/humanmetrics/): <http://www.atica.us/humanmetrics/>