

# Stuff That Works Building Careers

Chapter 10

“Keep Score”

Take Action

# **Stuff That Works Building Careers**

## Chapter 10 Take Action: Content

- List 5 KPIs for your company and track them on a regular basis. Revenue, Share, Profit, Number of customers, and stock price are examples.
- Track what you do to add value to the company. Find your top 5 KPIs and track them over time.
- Review your company's scorecard. Ask someone in finance for it. There is a report somewhere that is tracking key variables. Find it and read it.
- Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com)

# Stuff That Works Building Careers

Chapter 10 Take Action: Action 1

List 5 KPIs for your company and track them on a regular basis. Revenue, Share, Profit, Number of customers, and stock price are examples.

## ACTION

Believe it or not companies run on scores. If you want to know what is going on keep score.

Companies expend a great deal of energy tracking performance. Like most things people do we make it more complicated than it needs to be.

I recommend finding 4-5 measures which matter. Invariably companies will end up tracking scores of indicators. For our purposes you only need to know a few.

If you check with Finance they will most likely already have a standard scorecard utilized by the execs. Usually they will share this with an employee upon request. IF not schedule time with the CEO or CFO and request access. It is a great way to meet these leaders and to let it be known you are serious about learning and adding value.

## EXAMPLES

Key Performance Indicator	Comments
Revenue	Companies must grow top line sales Typically this is measured vs. The industry average growth rate.
Profit (EBITA)	Profits tend to be what it is all about in the public sector.
Earnings Per Share (EPS)	For publicly traded companies this is the holy grail. EPS drives share prices.

CFO,

Thanks again for sharing the Executive KPI report. Our discussion really helped me to understand how our company is striving to win in the market.

I also look forward to reviewing it with you next month.  
Thanks again for you help.

Joe

## Stuff That Works Building Careers

Chapter 10 Take Action: Action 2

Track what you do to add value to the company. Find your top 5 KPIs and track them over time.

### **ACTION.**

Once you understand the big picture for your company you need to understand how your personal efforts align to those goals.

It is critical that you are helping to drive the companies KPIs and that you can tell the story of how you contribute.

Try to identify 4-5 indicators that you contribute to. Then begin to track your results against these activities.

Many people track their effort. DO NOT track effort. You want to track your results. Results are what matter.

The story you want to tell is that you do 4 things that contribute results which contribute to the companies KPIs. You generate results that matter most.

### **EXAMPLES**

Company KPI	My KPI	Comments
Revenue	Number of sales insights generated	I analyze data which generates insights which when included in sales presentations generate revenue
Profit (EBITA)	Consumer Price Stories Created	I analyze data which shows our customers they can raise consumer prices which allow us to increase prices and improve our profits.
Earnings Per Share (EPS)	Number of standardized analytics models built	By standardizing our analysis approaches and building models it allows all of our analysts to perform more studies and generate more successful stories . This generates more revenue and profit per analyst which improves earnings per share.

# Stuff That Works Building Careers

Chapter 10 Take Action: Action 3

Review your company's scorecard. Ask someone in finance for it. There is a report somewhere that is tracking key variables. Find it and read it.

## ACTION.

The pursuit of knowledge is a great excuse to network. It will open doors and give you a reason to connect with key individuals again and again.

Looking at the reports that the key leaders in your organization review on a regular basis is also critical to your career. These people are successful and knowing what they know is a great way to align to them and learn from them.

These KPI reports will give you something to talk about when you are with them and will allow you to lead.

## EXAMPLES



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Chapter 10 Take Action: Action 4

Invest time on [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) .

## **ACTION.**

This is an easy one.

I believe that each of us can help someone else.

There is so much to know and to experience. You just can not do it on your own. So the best way forward is to share and learn from each other.

Technology makes this so easy today. That is why I built the web site [Stuffthatworksbooks.com](http://Stuffthatworksbooks.com) .

It only reaches its potential if you join in and add the stuff that works that you have found. Please make a contribution today. Help others find the Stuff That Works.

Others have already shared their stuff that works so be sure to check the site often as there is probably something to improve every area of your life.

The community is waiting and growing. I hope you will join in and make a positive difference.

Thank you!

## **EXAMPLES**

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Easy!

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