



# Center for Family Business Excellence



## Bench Strength Dashboard

The best way for you to know if your transition is going well is to remain informed about how the business is performing.

In addition to standard performance measures – perhaps of most importance to your GM or successor -- an owner might rely on higher level criteria that will help evaluate how the business is thriving.

The following list offers a few examples of the types of data that might be incorporated into your dashboard. This data should help as you provide performance feedback, coaching and mentoring to your successor(s).

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### PERFORMANCE DATA:

- Financial Performance
  - Gross sales
  - Net profit
  - Operating expenses
  - Operating profit
  
- Organizational Performance
  - Employee satisfaction survey data
  - Turnover, employee development, leadership training
  - Mission, Vision, Values assessment (based on survey data, employee performance reviews, etc.)
  
- Customer Connection
  - Customer tracking (new, returning, lost)
  - Market penetration
  - Customer service, warranty, feedback data
  
- Operations performance
  - Materials
  - Direct labor
  - Operations overhead
  - Engineering, R&D costs

