



Presenting to Management

DataStory
Nancy Duarte

6 key performance indicators are used by executives to achieve success, so if your suggestion would boost performance in one of these areas, it is likely to receive their approval.



1 Revenue & Profit

Does what you suggest improve the company's ability to make money?



2 **Market Share**

How does your suggestion raise the company's share of sales in the industry in which it competes?



3 Retention

Does what you suggest lower the churn rate?



4 **Costs**

Does your suggestion lower the company's costs?



5 **Time to market**

Is the process of getting a product on the market accelerated by your suggestion?



6 Risk

What risks have been identified with the suggestion and what are the controls to mitigate those risks?



Thank you!

