# Designing business reporting to drive performance

Understand the key drivers of your business performance, measure these drivers and then drive behaviour to improve performance

Improving business performance combines information & measurement with good leadership and staff management.

It is very hard to make good decisions if you do not know what is happening within your business.

Focus on gathering **historical** information, make it timely, then generate **forecast** information.
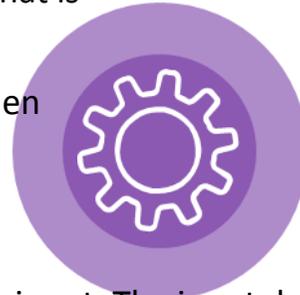
The reporting itself

The quality of output is directly related to the quality of the input. The input data must be structured in such a way as to enable key drivers and supporting drivers to be measured at multiple levels i.e. by person, team, region or by product, product group , market and so on.

Devising ways to define and measure the inputs (with as much automation as sensible), and then carefully structuring the data within an accounting system will allow multiple ways of viewing and creating reporting outputs. This allows flexibility and gives managers critical tools to enable good informed decision making.

The future is more important than history

Historical information is very useful. It is factual and provides a good indicator of what might happen.

The is a lag between making a decision and seeing the results of that decision. Good forward-looking forecast information combined with scenario modelling can significantly improve decision making. Structure your forecast information to focus on key drivers of the business where possible and consider how new contracts or opportunities will impact the forecast. Don't forget to factor in your current contract base and take account of tail off.

What are the key drivers in your business?

The key drivers are elements which significantly change the business performance.

For example, the key drivers for a recruitment business are number of placements and average fee per placement. Supporting this might be the number of: requirements, CVs