Module One: Dashboards: What and Why
Defining Dashboards
- Continuum
- Self-Service Dashboards
- Engineered Dashboards
- Scorecard Definition
Dashboards in Context
- Business Context
- BI and Analytics Context
- Technology
Discussion
- Dashboard Use

Module Two: Dashboard Foundations
Measures and Metrics
- Measurement Concepts – Why Measure?
- Measures, Metrics, Performance Indicators, and KPIs
Implementing Metrics
- Useful Metrics
- Definition – Naming and Description
- Definition – Calculation
Metrics Applications
- Business Impact
- Capabilities
Exercise 1
Dashboard Brainstorm
Visualization Foundations
- Choosing the Right Visual
- Example

Module Three: Dashboard Design Techniques
Multiple Paths
- Self-Service Vs. Engineered
Engineered Dashboard Development
- From Planning to Production
- The Design Phases
Dashboard Requirements
- Business Scope
- Stakeholders
- Technical Requirements
- Performance Indicators
- Cascading and Dependency

Dashboard Design
- Design Tips
- Item Placement
- Element Layout
- Filters
- Drill-Down
- Help
- Keep it Simple
- Adapt Charts to Fit Viewers
- Formatting Tables
- Pre-attentive Processing
- Choosing Fonts

Dashboard Examples
- Balancing Sparsity and Density
- A Good Example
- A Bad Example

**Exercise 2**
Critiquing Dashboards
Self-Service Dashboards
- Process Framework
- Collaboration

**Module Four: Performance Management**
Defining Performance Management
- Performance + Management
- Why Performance Management?

Performance Management Processes
- Goal Setting and Measurement
- Analysis and Action
- Monitoring and Feedback

The Balanced Scorecard
- PM Foundation
- Variations

**Exercise 3**
Scorecard Structure
Strategy Mapping
- A Cause-and-Effect View of the Business
- Map Components
Module Five: Summary and Conclusion

Summary of Key Points

- A Quick Review

References and Resources

- For More Information