

TURN MONTHLY RESULTS INTO NEXT-MONTH DECISIONS

Do not close the month with a report.
Close it with choices.

MONTHLY REPORT

Revenue



Customers



Costs



Wins

- _____
- _____
- _____

Challenges

- _____
- _____
- _____

Key Takeaways

- _____
- _____
- _____



INVEST
Double down
on what's working.



IMPROVE
Fix what's
holding you back.



PURSUE
Go after the
next opportunity.



SAME
NUMBERS.
A BRIGHTER
MONTH AHEAD.

RESULTS ARE EVIDENCE — NOT THE DECISION.

A number becomes useful when it changes what happens next.



USE THE DECISION CHAIN

1

EVIDENCE

What happened?



2

INTERPRETATION

Why does it matter?



3

CHOICE

What will change?



4

OWNER

Who will act?



5

DEADLINE

By when?



Better
Decisions
A Brighter
Business

Clarity
Creates
Progress

MAKE THREE TYPES OF DECISION



STOP

what no longer
deserves
resources



CONTINUE

what is
creating
value



CHANGE

what needs
a new
approach



SAME CLARITY.
A STRONGER TOMORROW.



Focus
Simplify
Move Forward

A MONTHLY REVIEW IS COMPLETE ONLY WHEN THE NEXT MONTH CHANGES.



STOP



CONTINUE



CHANGE

MAKE THREE DECISIONS FROM THIS MONTH'S EVIDENCE.