

# Are you watching or driving your business?



WFF

**What's this?**





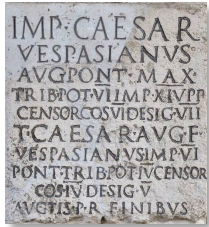
**Cuneiform**

**...the world's earliest  
writing**

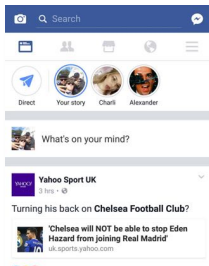
**... and it's a general  
ledger!**



0.2% of Sumerians



20% of Romans



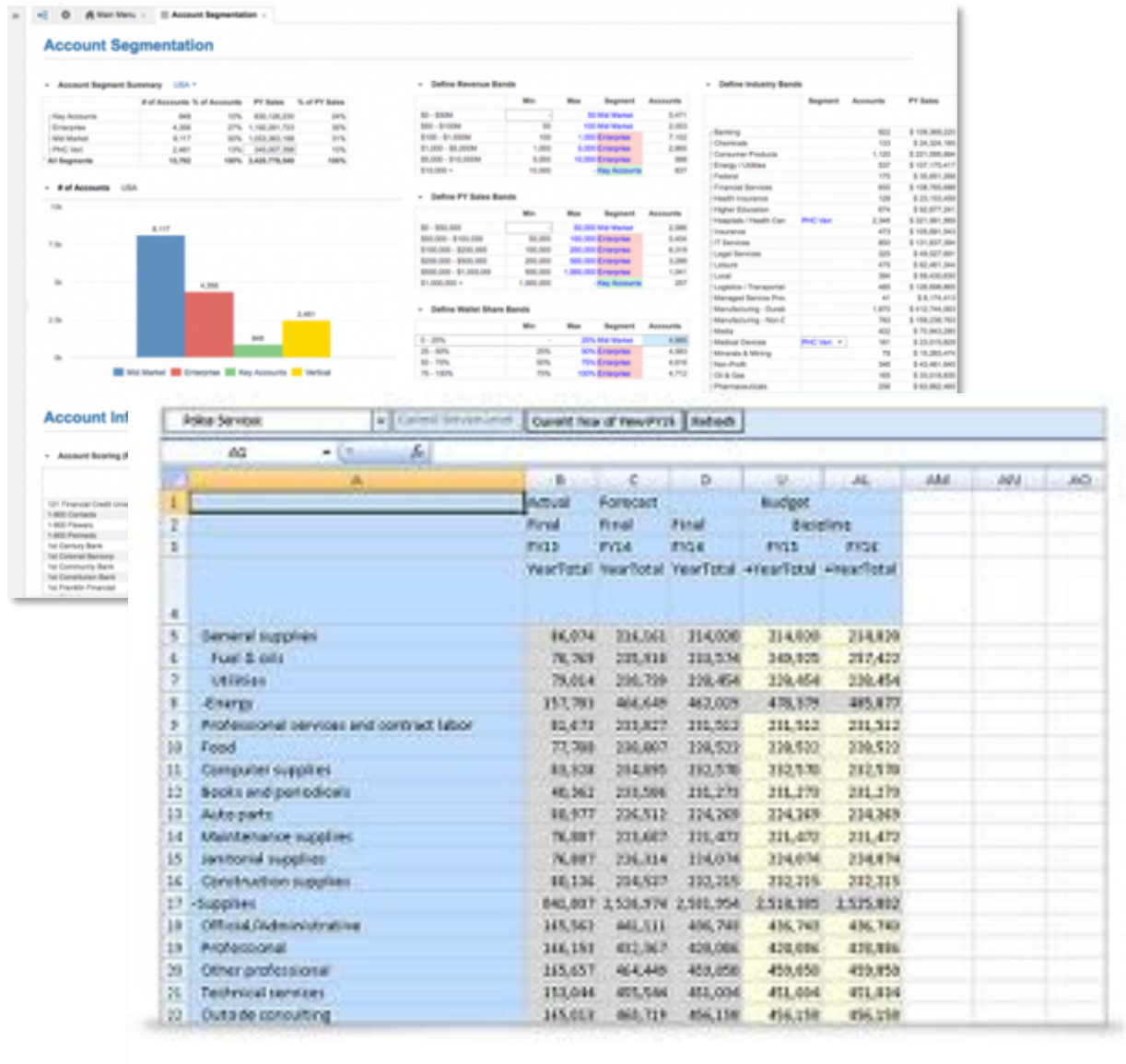
87% of people today

# Cuneiform

...great at recording  
transactions

...terrible at making  
things happen





Finance teams and businesses still communicate using a version of Cuneiform



**TECH TO THE RESCUE!**

**Let's stop watching our businesses...**

**...let's start taking action**

**...measuring the impact**

**...and scaling what works**

# New technology must augment existing operational performance management



# Many online companies have been continuously improving for years



10 A/B  
tests per  
session



7,000  
tests p.a.



1,200  
tests p.a.



10,000  
tests p.a.

Harnessing technology to **identify opportunities** based on data, **take action, measure, learn and scale** over time



# 1. Suggesting Opportunities

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**Question: how long does the average frontline manager spend understanding, reviewing and analysing management reports each week?**



**6 hours!**

**That's almost 20% of their week locked away**

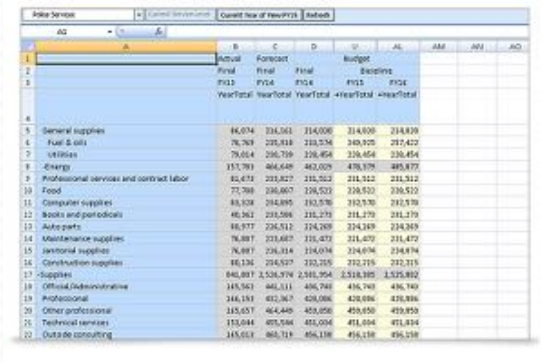
**...not helping customers**

**...not coaching their team**

**...not driving improvement**

# Advanced analytics & AI can now generate personal insight faster & better

From



	Actual	Forecast	Budget
1	Final	Final	Final
2	Final	Final	Final
3	Final	Final	Final
4	Final	Final	Final
5	Final	Final	Final
6	Final	Final	Final
7	Final	Final	Final
8	Final	Final	Final
9	Final	Final	Final
10	Final	Final	Final
11	Final	Final	Final
12	Final	Final	Final
13	Final	Final	Final
14	Final	Final	Final
15	Final	Final	Final
16	Final	Final	Final
17	Final	Final	Final
18	Final	Final	Final
19	Final	Final	Final
20	Final	Final	Final
21	Final	Final	Final
22	Final	Final	Final

- Interpretation & analysis
- Seeing everything
- Fire hose of data
- Banging head on same issues

To

## Suggested opportunities



### Women's Casual

Volume - Hull  
£6,937 / week



### Women's T-Shirts

Volume - Edinburgh  
£3,743 / week

- Simple recommendations
- Personalised to what I control
- Prioritised shortlist
- Learning where easiest to improve

## 2. Taking action

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**Question: what actions did your operational colleagues take last week to improve the business, using the management reports they received?**





81%

Of executives we surveyed said  
their companies do not  
systematically capture the  
improvement actions their teams  
take each week



# Mobile UI & behavioural science can coopt 1000s of helpers and record their actions

From



- Actions in notebooks
- Unstructured, sporadic coaching
- Reluctant compliance by a few
- Managers feeling isolated

To

A screenshot of a mobile app interface titled "Create action". It shows a structured workflow for creating an action. The steps are: 1. Find root cause (Presentation: Visibility; Display), 2. Write plan (I've trained all store staff on how to properly maintain the Vegetable shelves – as per the planogram. I will do a walk around inspection 2x a day), 3. Add target (You need to improve by £810 per week to reach average, £ 750), and 4. Add target date. The interface is clean and modern, with a white background and blue accents.

- A log of every action taken
- An evolving company playbook
- Enthusiastic involvement of 1000s
- Sense of community progress

# 3. Measuring impact

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**Question: what was the financial impact of each of the many actions that your management team took last week?**

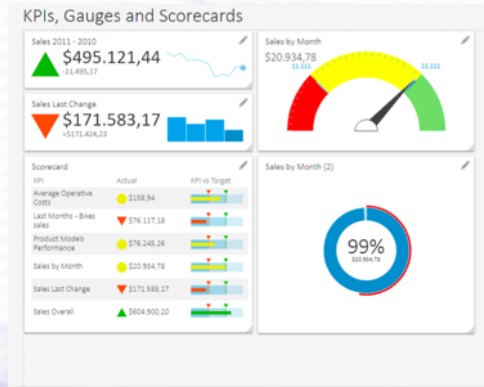


**\$3-5 trillion**

**Invested in management every  
year, but very few companies track  
the ROI on that investment**

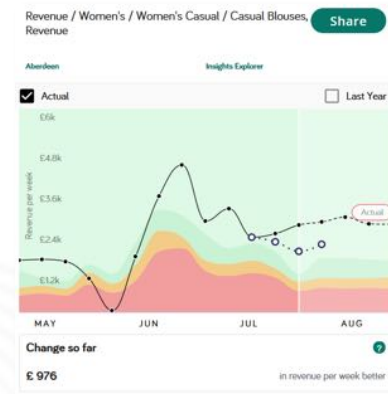
# Cloud processing power makes it possible to measure every change

From



- Only 8-10 core KPIs are measured
- Manual analysis
- Managers feel at whim of market movements

To



- Millions of changes measured
- Answers in seconds
- Managers see their personal contribution



## 4. Learning & Scaling Best Practice

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**Question: how good is your company at sharing best practice?**

**And are you sure your 'best practice' actually works?**



# We're collecting more data than ever, but still managing on gut feel



“If doctors practiced medicine the way companies practice management, there would be far more sick and dead patients, and many more doctors would be in jail. Evidence-based practice...has had little impact on management or how most companies operate”.

- Jeff Pfeffer, Professor of Organisational Behavior at Stanford University

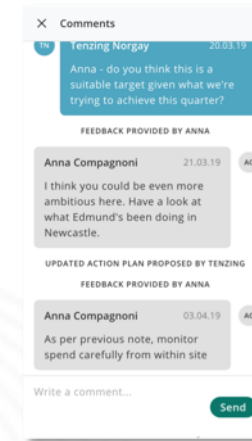
# Linking analytics and social means we can now share what really works

From



- Sharing anecdotal ideas
- Spread limited by geography
- Sporadic, unstructured ideas

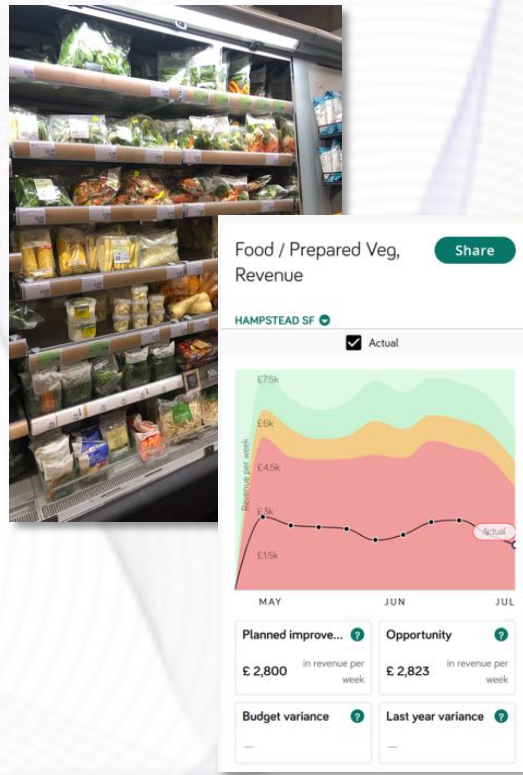
To



- Sharing proven best practice
- Global, frictionless sharing
- Structured, evolving playbook

# How does this all link together?

## 1. Suggested opportunity...



## 2. Took action...

Prepared veg

Create action

- ✓ Find root cause  
Presentation; Visibility; Display
- ✓ Write plan  
I've trained all store staff on how to properly maintain the Vegetable shelves – as per the planogram. I will do a walk around inspection 2x a day
- 3 Add target  
You need to improve by £810 per week to reach average  
£ 750
- 4 Add target date

Back Next

## 3. Measured impact...



## 4. Added solution to playbook for future use

Create plan

Step 1/4: Root cause(s)

- ☐ Not as per planogram/merchandising plan
- ☐ Product quality unacceptable
- ☐ Presentation unappealing e.g. clean, well lit
- ☐ Not all products clearly visible
- ☐ Pricing & promotions not clear
- ☐ Availability poor at times
- ☐ Stock control SOPs not in place
- ☐ Resource not as per schedule
- ☐ Necessary training not completed
- ☐ Priorities not aligned across teams
- ☐ Other issue - requires e.g. specialists, central retail

**YOUR CHALLENGE :** The Performance Management process already exists in your business. But are you ready to turbo boost it with technology and become truly action-centric?

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### GO FROM THIS WORLD...

1. Opportunities buried in cuneiform
2. Baffled managers taking unstructured actions
3. Core KPIs manually analysed
4. Unproven ideas shared and scaled



### ...TO THIS ONE

1. Relevant opportunities prioritised & assigned
2. Motivated managers taking specific actions
3. All granular data automatically analysed
4. Proven success scaled across the business



# Questions?

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If all this sounds interesting, come visit us at our stand

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