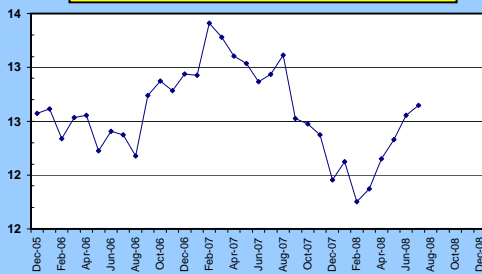


Please scroll down three pages for instructions and helpful hints to customize and use this tool!

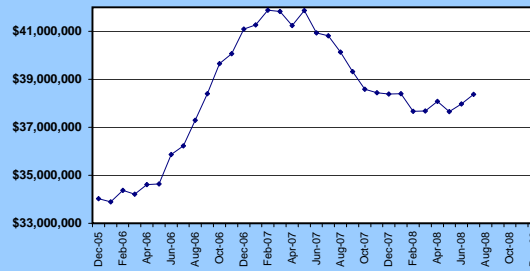
**ABC Company: CFO Financial Dashboard**  
 8-Charts: Financial and Employee Information



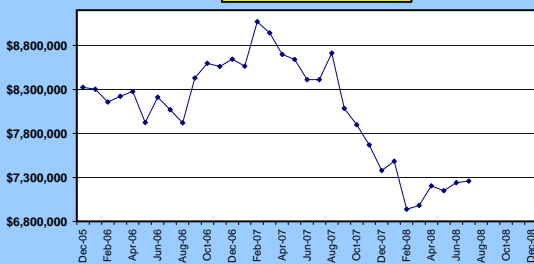
**What Causes Sales - # Salespeople 12MMA**



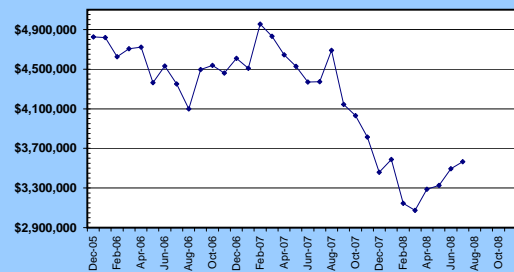
**Revenues = Actual Billings - T12M**



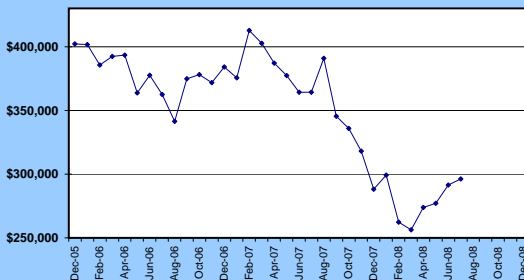
**EBITDA \$ - T12M**



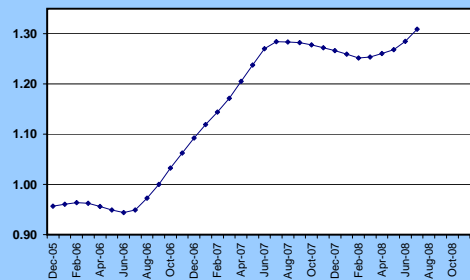
**Pretax Earnings \$ - T12M**



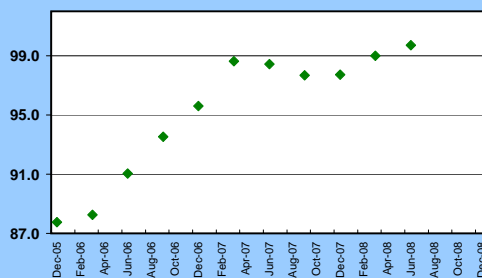
**Change in Cash \$ - 12MMA**



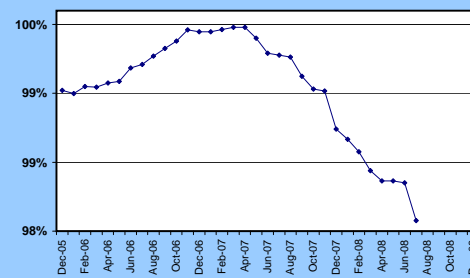
**Debt:Equity Ratio**



**Employee Happiness - Ratio**



**Employee Retention % - 12MMA**



This 8-Chart Tool is from the author of: *CEO TOOLS...for EVERY Manager's Success!*  
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## CFO Dashboard: Manage up to 8 Operations or 8 Key Indicators at once!

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### HOW TO USE this extraordinary management tool for up to 8 divisions or 8 key indicators:

1. Understand how to use Trailing 12 Month (T12M) Charts by visiting [www.ceotools.com](http://www.ceotools.com) website and getting the free download of T12M Charts (click the refresh button until T12M appears in the free tools box on the right of the homepage, then request that tool and it will be in your email in-basket instantly). Even better, read all about T12M Charts in Kraig Kramers' book (pages 86 - 97): **"CEO Tools: the Nuts 'n Bolts of Business for Every Manager's Success."**
2. To prepare your 8-Charts on one page, either enter or import your data into the appropriate data fields (green headings) under the "Data" tab at the bottom of your screen. If you plan to use the eight charts shown above, you're almost done once you've entered your data. All you need to do to complete your chart page is to re-scale each of the four charts and type the name of your business at the top. To re-scale the charts, double-click your cursor in the vertical scale on the left side of the chart. Then select "Scale" at the top of the dropdown. Enter the minimum and maximum amounts for your data and click "okay." Save your charts under the name you choose.
3. If you wish to change the charts to reflect other information, simply change the titling to suit. **Even better, go to [www.ceotools.com](http://www.ceotools.com) to check out the GREAT 4-Chart Tool for each Division!**
4. With that you can catapult your business to higher long-term profits by managing the 3 things that drive profit, namely Billings \$, Gross Margin-%, and Operating Expenses. Figure out what drives billings (i.e., "what causes sales" page 92 of CEO Tools), and MANAGE THAT! Work on gross margin improvement through price, mix and volume enhancements. Finally, control operating expenses to be in line with gross margins, especially as to timing of expense control. You'll find you react sooner to cut expenses, and faster to accelerate sales, by using these charts.



The 8-Charts Tool is from the author of: [CEO TOOLS...for EVERY Manager's Success!](#)  
Visit us at [www.ceotools.com](http://www.ceotools.com) for more tools and information on the hot-selling book/CD.  
Contact Kraig Kramers at 770-389-8511 or email [kwker@mindspring.com](mailto:kwker@mindspring.com), please!



## **Kraig's Chart Tips**

- 1. Line graphs, never bar charts, seldom pie.**
- 2. One graph per chart...stack charts vertically if you want comparatives!**
- 3. Two years of history plus the year we're now in and tracking.**
- 4. Re-scale to fill up vertical space.**
- 5. T12M for one variable vs. 12MMA for two (% , ratio, index).**
- 6. Right chart time frequency: T12M, T4Q, T52W, T365D.**
- 7. Power-Tools: 4-Charts, 5-Charts, 8-Charts @ [www.ceotools.com](http://www.ceotools.com).**
- 8. Only T12M-type charts; those ordinary and YTD charts lie!**
- 9. You can track ANYTHING with T12M and related charts.**
- 10. Use to forecast budget or projections – and track actuals against.**
- 11. No trailing 3-month, 6-month, or 18-month charts: they'll bite you!**
- 12. Eventually, we'll talk about 3-over-3 and 12-over-12 charts (also known as rate-of-change charts), but please understand T12Ms thoroughly first, else confusion will probably result! Yes, I do love those RoC charts, too!**