



# Delivering Analytics with Scorecards and Dashboards Free Professional Workshop

**During times of economic uncertainty, dashboards and scorecards became *the* must-have tool for managing a company's performance. They can crystallise business priorities and help align activities. A successful scorecard can focus the whole organisation on opportunities to make a strategic difference. Thorogood has developed dashboards and scorecards for some of the world's leading organisations. Join this workshop to learn what other companies are doing, and to understand the possibilities offered by technology.**

**Ealing Film Studios, Thursday September 16<sup>th</sup>, 10:00 – 13:00, with lunch to follow**

## Objective

The objective of this workshop is to highlight the most effective ways of reporting on key metrics. We will demonstrate how different organisations are leveraging technology to see their information exactly as they need to. You should leave the workshop fully prepared to take opportunities for creating business value with scorecards and dashboards.

## Content

We will share the lessons learnt from our hands-on experience, outlining key challenges and demonstrating the possibilities. The agenda will cover the following topics:

- **Why use dashboards & scorecards?** What can be achieved by reporting on key metrics?
- **How can analytics transform your business?** Client examples and case studies.
- **How does technology facilitate your approach?** An overview of the technical possibilities.

### **Client case study: Global Sales Dashboard for Chanel**

Enabling top executives at Chanel to access key business information, wherever they are in the world, with complete security.

## Is it for you?

Can you see an opportunity to enhance performance with a scorecard or dashboard application? Would it help you if you understood what other firms do and what is possible? If so, you will find this workshop a valuable use of your time.

## Format

The workshop is an informal round table meeting. We will demonstrate possibilities and encourage interaction so that there is every opportunity to benefit from shared experiences and ideas. Thorogood provides regular briefings, workshops and seminars on a wide range of business intelligence topics and technologies as a service to current and potential clients to demonstrate the possibilities in BI.

## Contact Us

This free workshop will be held at our offices at Ealing Film Studios; on **Thursday September 16<sup>th</sup>** from **10:00 – 13:00 with lunch to follow**. Register now by going to [www.thorogood.com/seminars/UK+Events](http://www.thorogood.com/seminars/UK+Events), or contact Libby (details below).

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