

Putting the DARE into your business



Data

Relevant - Why do you need the data, is it essential? How does it help you achieve your goals?

Duplication - Are you inputting the same data more than once? Why?

Accuracy - Do you have standardised formats for input? How do you review adherence?

Compliance - What regulations and industry standards apply? How often do you audit?

Security - Is data access controlled by function? How do you protect you and your customer?



Activity

Purpose - Why is the activity important? How does it support your overall Vision?

Scheduled - Do you prioritise tasks by best time to do them? How are leads followed-up?

Measured - Do you have sets of KPIs that are tracked? Are the results shared and reviewed?

Supported - What training is in place? Does it empower your teams? What about coaching?

Specialists - Are the right people doing the rights tasks? What is the opportunity cost if they are not?



Reports

Focused - What are the key metrics you need for decision making and tracking performance?

Simplified - Do they provide at a glance information? Could they fit on one page?

Frequency - How often are the reports run? How often are they read and reviewed? Why?

Actionable - Do they provide actionable insights? Who is responsible for acting on them?

Adapt - Do they help you drive your business? Who is the audience, and is it right for them?



Enhancements

Nurturing - Are your campaigns multi-staged, tailored for unique buyer types with a call to action?

Performance - How are you rewarding performance? Are your leaders having Courageous Conversations?

Attraction - Are you recruiting to an ideal person spec? What's being said about you as an employer online?

Engagement - Do you measure colleague engagement? How? Do you share and action the results?

Development - What is in place to drive professional growth, personally and in your teams?