TILE-SPEC CARD

Which numbers earn a place on your CEO dashboard?

Run every tile through four questions. Fail the first two and it goes. Fail the last two and it is not ready: fix it first. What is left fits on one screen.

1 Decision

If this number moved, what would you do differently?

No: delete it.

2 Lever

Can someone on the team move it within a few weeks?

No: delete it, and track the inputs behind it instead.

3 Owner

Which named person brings the plan when it is off?

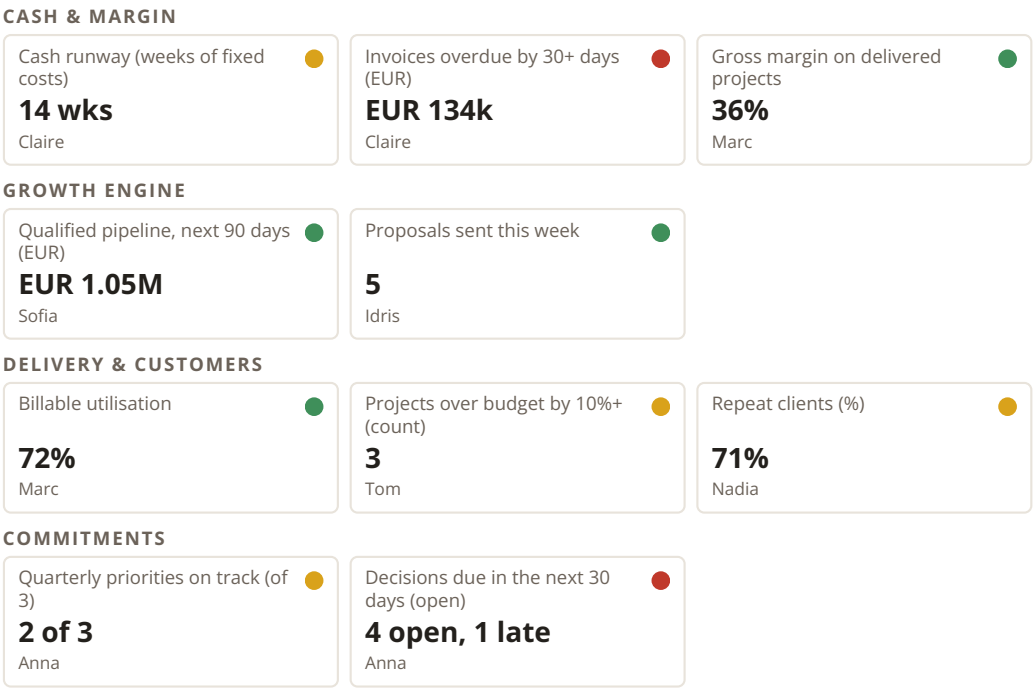
No: fix first. A person, not a team.

4 Definition

Is it written in one sentence, and does finance recognise the same figure?

No: fix first. Agree the definition before it goes on screen.

One screen, four bands, 8 to 12 numbers



Layout sketch. Illustrative example: Halden Studio, a fictional 60-person services company, after cutting 38 tiles to 10. Colour is status only: green at target, amber between target and red line, red past it.

One tile, written down (Halden Studio, fictional)

Tile	Qualified pipeline, next 90 days (EUR)
Band	Growth engine
Decision it informs	Below target: push outreach and slow hiring. Above: open recruiting
Lever	Head of sales, through outreach and follow-up
Owner	Sofia (sales)
Definition	Open deals at 'proposal sent' or later, with a named decision-maker, expected close within 90 days, unweighted
Source	CRM
Target and red line	Target 900k+. Red below 600k
Cadence	Weekly

Four questions: Decision **Yes** · Lever **Yes** · Owner **Yes** · Definition **Yes** → **Keep**

TILE-SPEC CARD

Blank cards

Print this page, or copy the fields into the spreadsheet (sheet "1 Tile audit"). One card per number on your dashboard today.

Tile-spec card 1

Tile (metric) _____

Band _____

Decision it informs _____

Lever (who moves it, how) _____

Owner (a named person) _____

Definition (one sentence) _____

Source _____

Target and red line _____

Cadence _____

☐ 1 Decision ☐ 2 Lever ☐ 3 Owner ☐ 4 Definition

Any of 1 or 2 missing: Delete. Any of 3 or 4 missing: Fix first. All four: Keep.

Verdict / what to fix _____

Tile-spec card 2

Tile (metric) _____

Band _____

Decision it informs _____

Lever (who moves it, how) _____

Owner (a named person) _____

Definition (one sentence) _____

Source _____

Target and red line _____

Cadence _____

☐ 1 Decision ☐ 2 Lever ☐ 3 Owner ☐ 4 Definition

Any of 1 or 2 missing: Delete. Any of 3 or 4 missing: Fix first. All four: Keep.

Verdict / what to fix _____