SMARTer Entrepreneurs

The few numbers that matter

Five numbers on one page, every month, so you see trouble in time.

Fees and the bank balance show the past. The same few numbers every month show the trend in time to act.

How it works

1. Pick three results, such as fees, gross margin (what is left after paying the people who do the work) and cash.

2. Add two numbers you can act on that lead to them, such as time on paid work, new enquiries or work booked ahead.

3. Each month, put them on one page with the six-month trend (up, down, flat), and ask: what is moving the wrong way?

An example

A twelve-person training company's fees looked steady. Its first dashboard showed trainer days delivered had fallen four months running, while two large contracts held fees up.

Your turn

The number	Why it matters	This month	Last 6 months
This month I will			

Next step up: set a target for each number, and review them in a monthly hour.

Want to talk it through? Book a free Discovery Call at smarterentrepreneurs.co.uk/book-online

© 2026 SMARTer Entrepreneurs. Shared for use in your own business. Please do not copy, adapt or distribute it without permission.