Category

Consulting

Consulting Firm KPI Dashboard Design Playbook

Designing a dashboard people actually look at and understand, not one that technically contains all the data

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for designing consulting firm performance dashboards for genuine usability — visual clarity, appropriate metric density, and audience-specific views — since a technically comprehensive dashboard nobody actually reads delivers no real management value.

How is this different from the Firm Performance Management

Playbook? That playbook covers the governance discipline — which metrics matter and how review connects to decisions. This one is the specific design discipline for the dashboard tool itself — visual clarity, layout, and audience-specific views that make the metrics genuinely usable.

Should every stakeholder see the same dashboard?

Generally no — this playbook argues for audience-specific views (partner- level strategic view versus practice-level operational view) rather than one dashboard trying to serve every audience's needs equally well.

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