



Startup for Startup Unplugged

- Leading by KPIs -

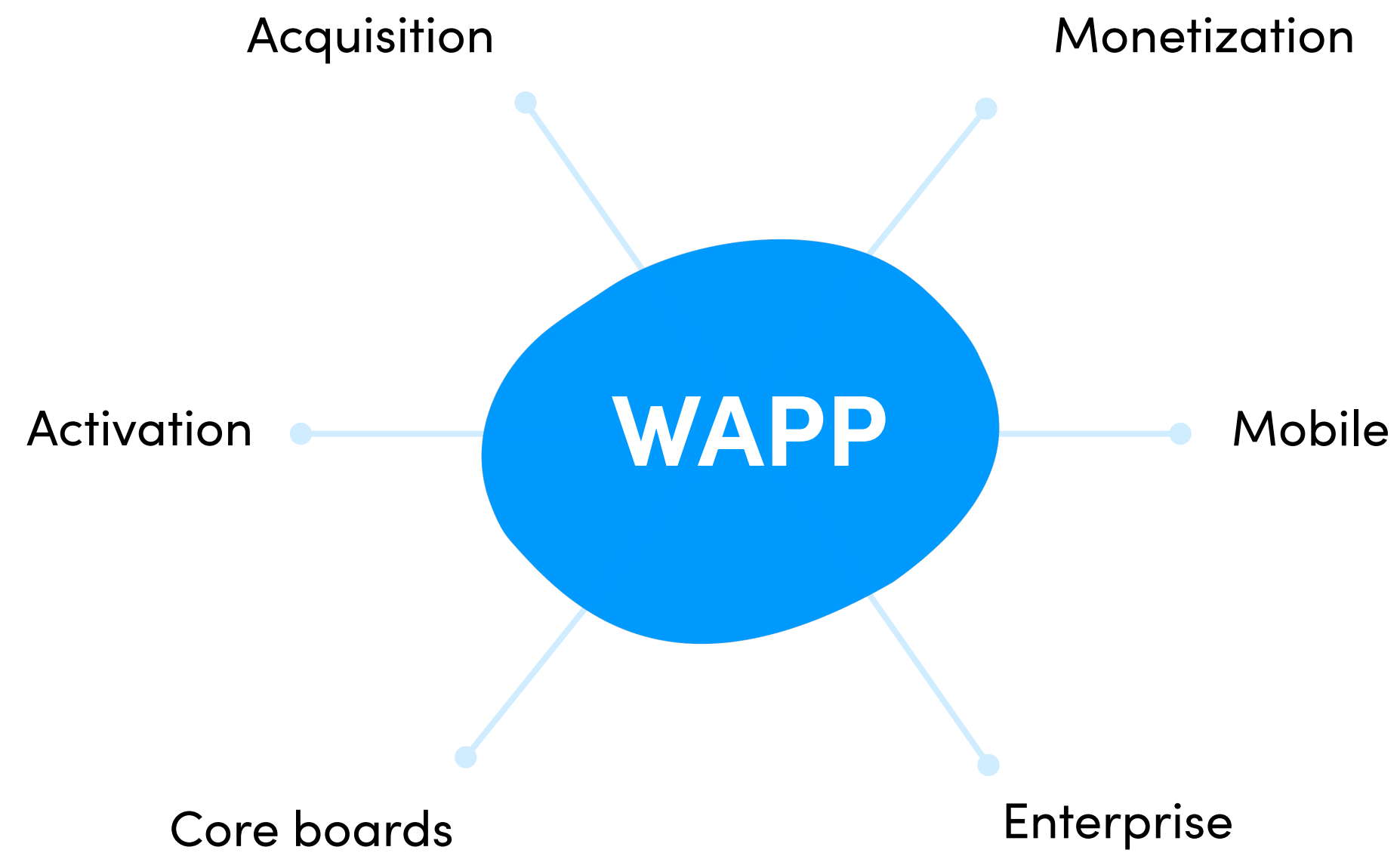



KPIs that drive the product


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One metric, many levers









500+














Upgrade

Favorites

Boards

Dashboards

<


Blank Board


Add board description


Main Table


New Item

Search / Filter Board





 / 0


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 / 1


Activities / 0












Share










Group Title

Person

Status

Date




Item 1			Working on it	Sep 17	
Item 2			Done	Sep 20	
Item 3				Sep 25	
+ Add					







Group Title

Person

Status

Date



Item 4				Sep 6	
Item 5				Sep 28	
+ Add					





Growth Activation Iteration Planning

Add board description

Development

New Item

Search / Filter Board

/ 1

Share

Iteration 90b

	Assignee	Status	Discipline	Estimation	Priority	Figma Link	
My week - Add my work with all the tasks across boards. P...		Done	Development	2 SP	High	https://www.figma....	Inste...
Import users from other resources (gmail)		Done	Development	2 SP	High	https://www.figma....	Impc...
Change the question for the 1st user (what are your role)		Waiting for review	Development	0.5 SP	Medium		
What is your role (2nd user)		Waiting for review	Development	0.5 SP	Medium		
Add download the app from the system		Working on it	Development	1 SP	Medium		
Import test fix - Add back functionality and exit import		Done	Development	1 SP	High	https://www.figma....	
Add to login event - is there any auth domain account ...		Done	Development	0.5 SP	High		
Add explore more videos from the video center		Done	Development	2 SP	Medium	https://www.figma....	Add e...
DoD		Done	Development	2 SP	Medium		
DoD		Working on it	Development	2 SP	Low		
After create a board - add invite user or share link			Development	2 SP	Medium		
empty 2nd board			Development	0.5 SP	Best effort		
Dynamic link		Waiting for review	Development	1 SP	Medium		

Goal – Improve activation of new accounts

Activated account – account that established a habit moment metric



Teams

Problem	<ul style="list-style-type: none">- Where things stand- What to work on- What others are working on
Core actions	<ul style="list-style-type: none">- Add more projects and work- Update the work regularly
Frequency	Multiple times a week
Core actions	<p>Retention – 4 active days in week 4</p> <p>Retention 4D4W</p> <p>*Only core actions are counted as active</p>

Goal - Improve activation of new accounts

account that established an habit around the product



KPIs that drive the product

Start with why continue with how and only then define how to measure it



Mission

Helping teams to make data - informed decisions at work



Strategy

Helping managers at large accounts to easily get work insights and & share them with stakeholders



Top line metric

Reporting estimated ARR

Not enough data? Go qual



- Product- market fit —→
- Segment —→
- Why they love it? —→
- What holds them back from loving it? —→

monday.com

Dashboards feedback

Help us to make dashboards better for everyone

How would you feel if you could no longer use dashboards?

Select your answer

▼

* Required

What is your role?

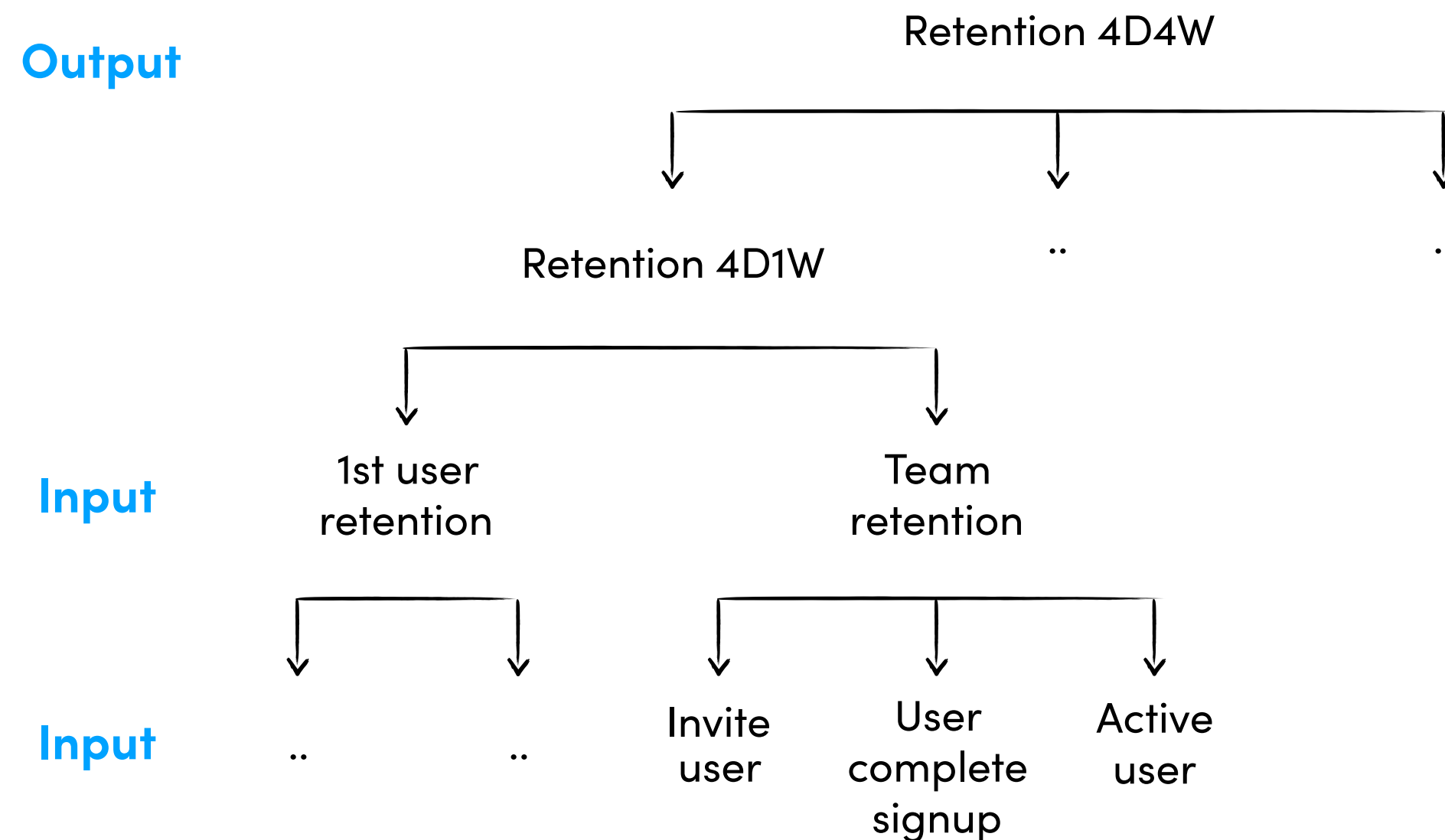
Select your answer

▼

What type of people do you think would most benefit from dashboards?

How can we improve dashboards for you?

How to run with the team goal in the day to day?



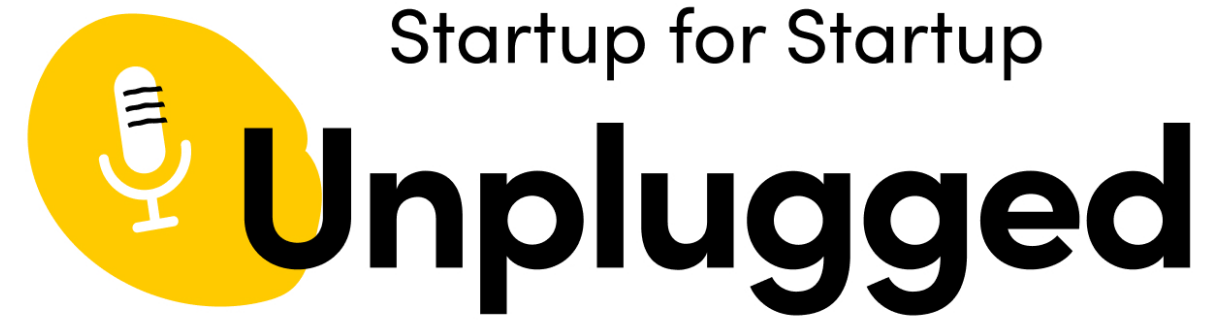


KPI guidelines

- Start with the value
- Up = good
- You're able to influence it

Common pitfalls

- There isn't enough data to measure
- You forget about anything else
- You can't attribute it to your work
- Only rocket scientists can understand it
- Focus hurts holistic view



Thank you for coming