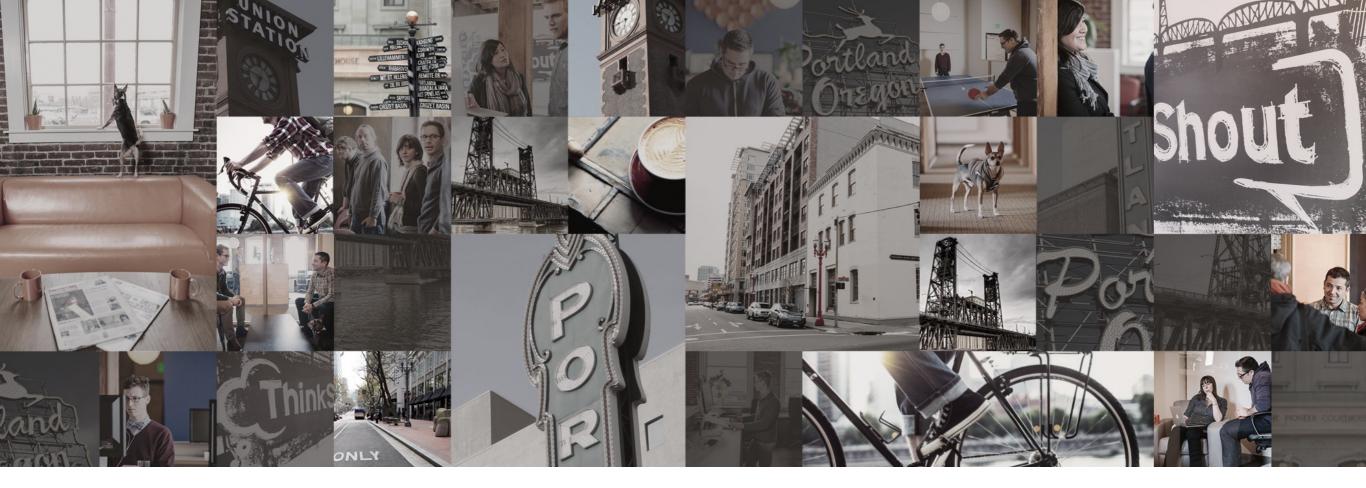


"Scaling Your Business Starts with the Right Spreadsheets"



DrupalCon 2015 - Los Angeles I Presented by Sean Larkin, CEO



A Few Facts About Us

- Established in January 2011 in Portland, OR
- Started out with two of us putting \$1K into a bank account
- Now full-time team of 20 all onsite
- Over 50,000 websites powered by our open source contributions
- Named Portland Business Journal's 9th Fastest Growing Private Company in 2014





The Problem with Intuitive Decision Making

- How young Drupal shops function
- Early staffing/hiring decisions
- All hands on deck all the time
- Specialization/innovation happens at night
- Marketing, sales, operations (i.e., non-client work) happen at night
 - or they don't happen at all...



Data v. Information - Learning What to Track & What It Means

- "Lazy metrics" The pitfalls of non-meaningful metrics
- When is the data good enough?
- "Iterative information"
- Prediction as part of measurement





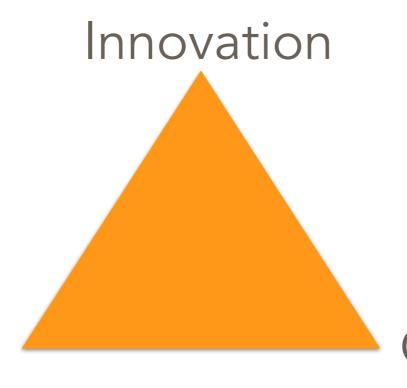
Overview of a Metric/Planning System

- Time tracking tool (Harvest)
- "Billable Hours" matrix
- Resource allocation spreadsheet (Or Harvest w/ Forecast App)
- "Aggregated pipeline" tool
- Pulling it together in your P&L (QuickBooks, etc.)





Establishing a Data-Driven Framework: Turning the Dials



Staff Satisfaction

Client Success





Spreadsheet Deep Dive

- Why forecast by week rather than by month?
- The Mongolian Tugrik
- The "Billable Hours Matrix"
- The "Aggregated Pipeline Spreadsheet"





Thank you! Any questions?

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