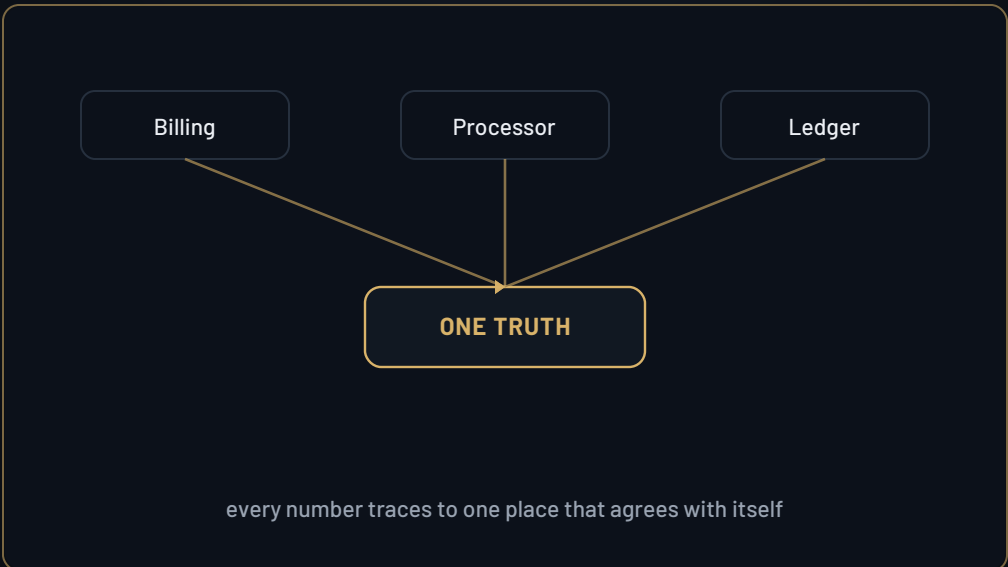


The Reporting Source of Truth Checklist

The questions to ask before you trust any dashboard, so you stop making decisions on numbers you cannot defend.



THE CHECKLIST

Ten checks across five areas.
Run them against any dashboard you rely on.

01 · THE CHECKLIST

Before you trust a dashboard

Run each item against a dashboard you actually make decisions on. A box you cannot check is a number you cannot defend.

DEFINITIONS

- Every metric has one written definition everyone agrees on.
- Revenue, lead, and active mean the same thing across every report.

FRESHNESS

- You know how current each number is, and how often it updates.
- A stale number is visibly marked, not silently shown as live.

SOURCE

- Each metric traces back to one system of record, not three that disagree.
- No number on the dashboard is typed in or pasted by hand.

01 · THE CHECKLIST (CONTINUED)**RECONCILIATION**

- What you billed, collected, and recorded can be matched and agree.
- Two numbers that should be identical are checked against each other.

TRUST

- You can defend every number here to someone who challenges it.
- You decide on these numbers without a gut check against a private spreadsheet.

02 · THE TAKEAWAY

Where it is lying to you

Every box you could not check is a place your dashboard is confident and wrong. A number with no agreed definition, one that traces to three systems that disagree, or one you cannot defend when challenged, is a decision waiting to go bad.

Reporting is usually the first thing that breaks.
It is almost never the actual problem.

Start where you could not check a box. That is the layer underneath the dashboard that needs fixing, and it is rarely the chart itself.

NEXT STEP

Want the full diagnosis?

This guide shows the pattern. A Growth Systems Audit applies it to your business. A written diagnosis of what is worth fixing and what it is costing you, prioritized, with fixed pricing on every fix and credits toward your first build.

Book a Growth Systems Audit

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Launch Forte

Engineers that speak revenue. Based in Dallas-Fort Worth, serving clients nationwide.