

Map your present state. Collate all your reports and get ready to transform the way they are built.



## ORGANIZE

Arrange the fields in your report using the **ARC™** methodology.

**ANCHOR** are the numbers in your report which communicate the quantity of something.

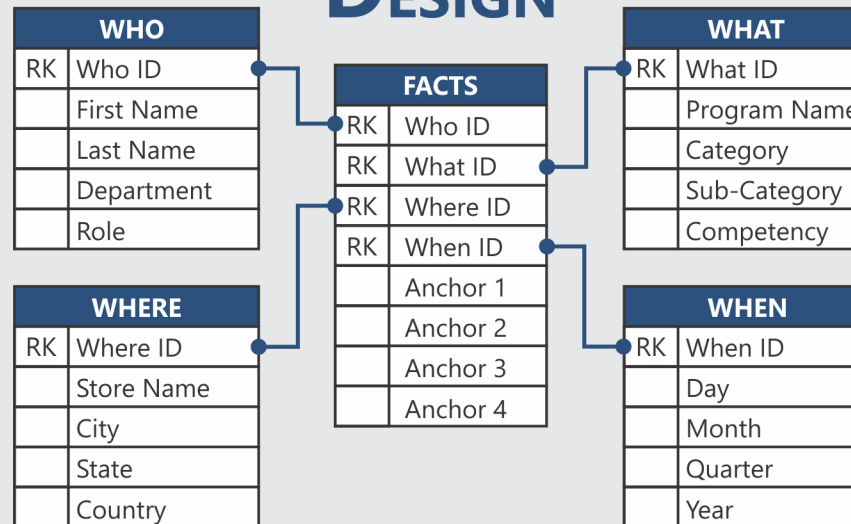
**RELATIONSHIPS** : are the 4Ws of your report (who, where, what & when) which give the numbers meaning and context.

**COMPARISON** : are the multiple ways we can compare the numbers against each other. This helps answer the WHY of your reports and analytics. Why should anyone care about your numbers? Can they be used to predict the future?

# MODES™

5-Steps to building your dream Analytic System, with the tools and skills you already have. Saving you time and money to do more of what you do best.  
Tool developed by dbrownconsulting | contact us at engage@dbrownconsulting.net

## DESIGN



Connect the table containing your metrics/**Anchor** fields with the **Relationships** in the 4W's that give the number meaning, then extract trends through detailed **Comparisons** for better storytelling.

## EXECUTE

Execute your design using any business intelligence tools you already have.



## STORY

Tell new and better Stories quickly and efficiently by simply dragging the fields you need into the reporting canvas of your preferred tool. Follow the **SUCCESS** framework developed by the International Business Communication s Standards (IBCS) to properly design your reports, presentation and analytics leading to more consistent data-driven decisions.

Source:  
www.ibcs.com

