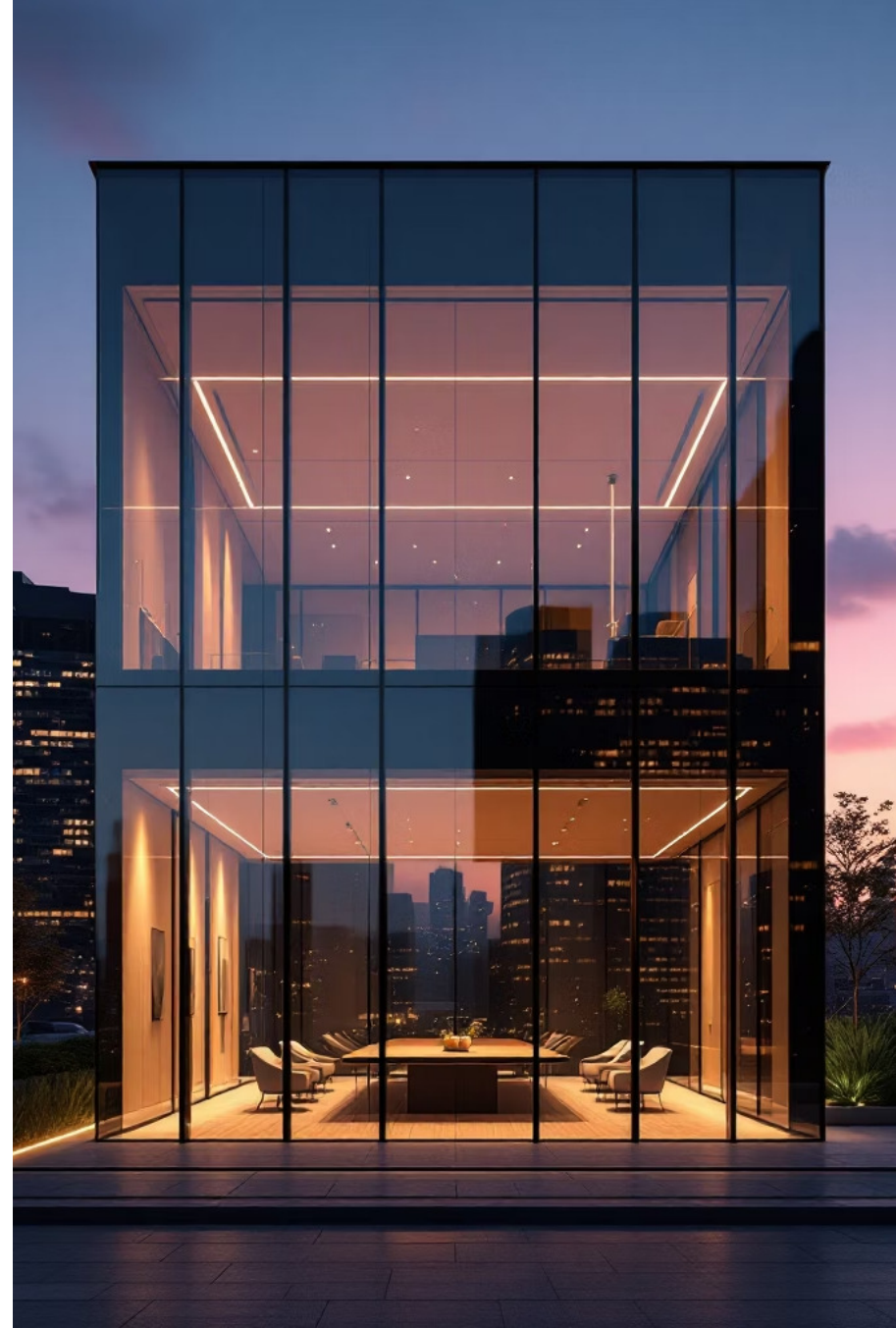


MVP.DEV

Sample Leadership Operating Scorecard

A structured instrument for operators and leadership teams to align on performance, surface risk early, and drive decisions from a single source of truth — every week.



What the Scorecard Tracks

Five core dimensions give leadership a complete, real-time picture of operational health — from revenue momentum to team load.

Revenue Pace

ARR trajectory vs. plan, new bookings velocity, and expansion signals.



Delivery Margin

Gross margin per engagement, utilization rate, and cost-to-deliver trends.



Client Risk

Churn indicators, satisfaction flags, and accounts requiring executive attention.

Throughput

Sprint velocity, deliverable completion rate, and capacity headroom.



Escalation Load

Open escalations by severity, age, and owner — resolved vs. pending.

Sample Weekly Scorecard

WEEK OF — ROLLING VIEW

Dimension	Metric	Target	Actual	Status
Revenue Pace	Bookings vs. Plan	\$320K	\$298K	⚠ Watch
Delivery Margin	Blended GM %	42%	44%	✅ On Track
Client Risk	At-Risk Accounts	0	2	🔴 Escalate
Throughput	Sprint Completion	90%	86%	⚠ Watch
Escalation Load	Open Escalations	≤3	5	🔴 Escalate

🟢 Strengths This Week

Delivery margin above target. Two new SOWs signed.
Utilization holding at 91%.

🔴 Flags Requiring Action

Two at-risk clients need executive outreach. Escalation backlog up 2 from last week.



How Leaders Use the Scorecard

The scorecard isn't a reporting artifact — it's a decision engine. Each section directly maps to an action zone in the weekly leadership review.

01

Open with Red Flags

Escalations and at-risk clients lead the agenda — owners named, resolution timelines set before moving on.

02

Assess Revenue & Margin Together

Bookings pace is read alongside delivery margin to catch growth that erodes profitability early.

03

Throughput as a Capacity Signal

Sprint completion below 88% triggers a resourcing conversation — not a post-mortem.

04

Close with Decisions Logged

Every meeting ends with decisions and owners documented — the scorecard carries them forward to next week.

What Improves When Reporting Is Normalized

Replacing spreadsheet rollups with a shared operating scorecard changes how leadership teams think, communicate, and act.



One Source of Truth

No version conflicts, no pre-meeting prep chaos. Everyone walks in aligned on the same numbers.



Faster Pattern Recognition

Trends surface week-over-week automatically — revenue slippage and margin compression are visible before they compound.



Decisions Replace Debates

With metrics pre-agreed, meetings shift from interpreting data to acting on it — shorter cycles, clearer accountability.



Operator Confidence

Delivery leads and PMs report higher clarity on priorities when they know leadership reviews the same operational layer they manage.