Domain Methods
Dashboard Operating Brief

Use this before anyone starts redesigning a dashboard.
1. Decision: What recurring call should this dashboard improve?
2. Audience: Which role or meeting is it actually for?
3. KPI family: Which 3-6 metrics belong on this screen?
4. Source hierarchy: If systems disagree, which one wins and why?
5. Freshness rule: How current does the data need to be for the decision?
6. Thresholds: What change should trigger action, review, or escalation?
7. Cadence: Weekly, monthly, campaign-by-campaign, or board-prep only?
8. Owner: Who owns definitions, freshness checks, and change requests?
9. Confidence note: Which metrics are directional versus decision-grade?
10. Retirement rule: When should this dashboard be split, simplified, or killed?

If the source logic is still disputed, fix trust before you polish the layout.