

[Quarter] Business Review

[Company] · [Months covered]

[Meeting] · [Date]

[The quarter in one sentence]

[#]

Revenue

[vs last quarter]

[#]

Gross margin

[vs last quarter]

[#]

[Key metric]

[vs last quarter]

[#]

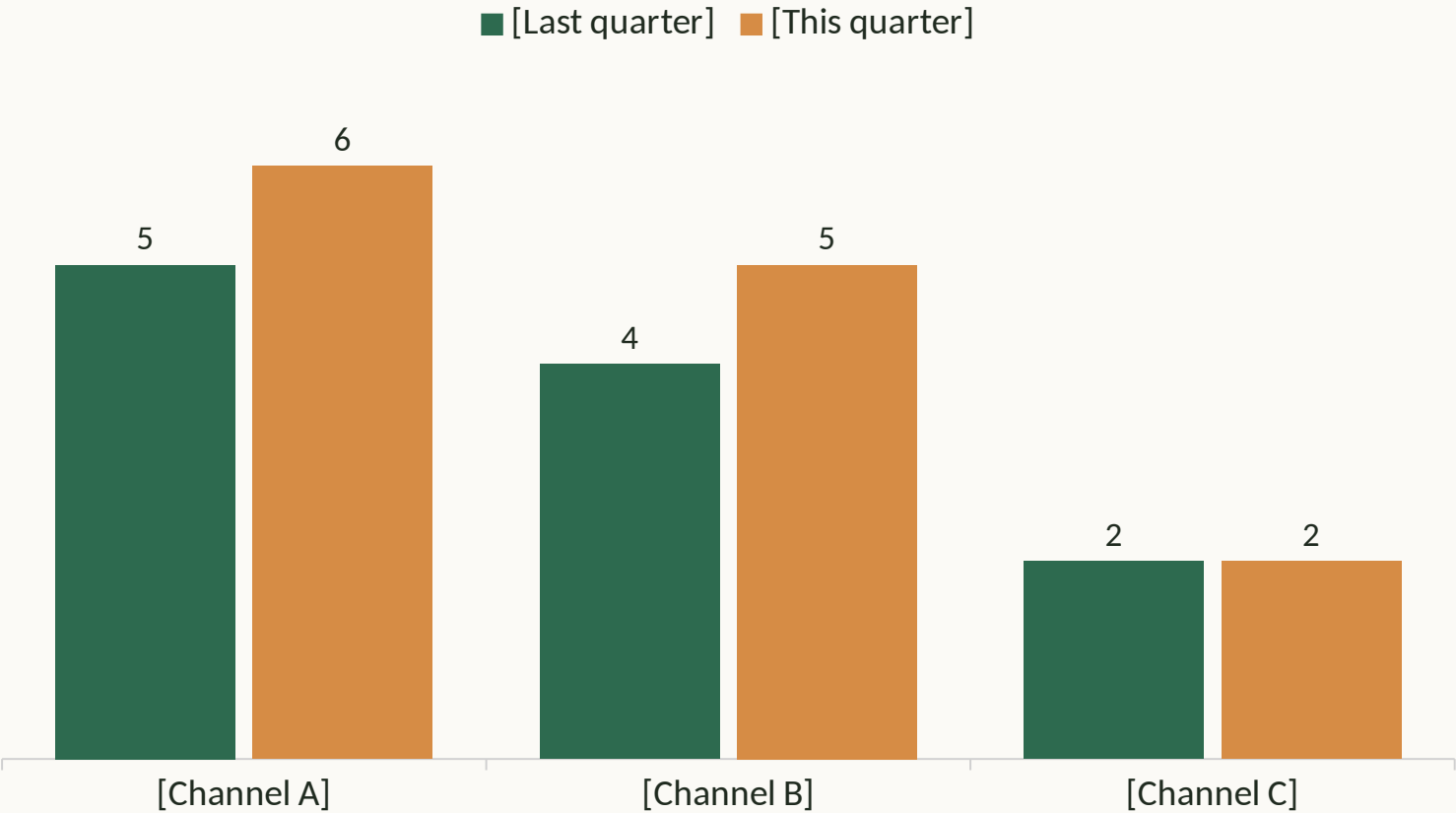
[Key metric]

[vs last quarter]

[What the board should take away]

REVENUE BY CHANNEL

[Headline about the channel mix]



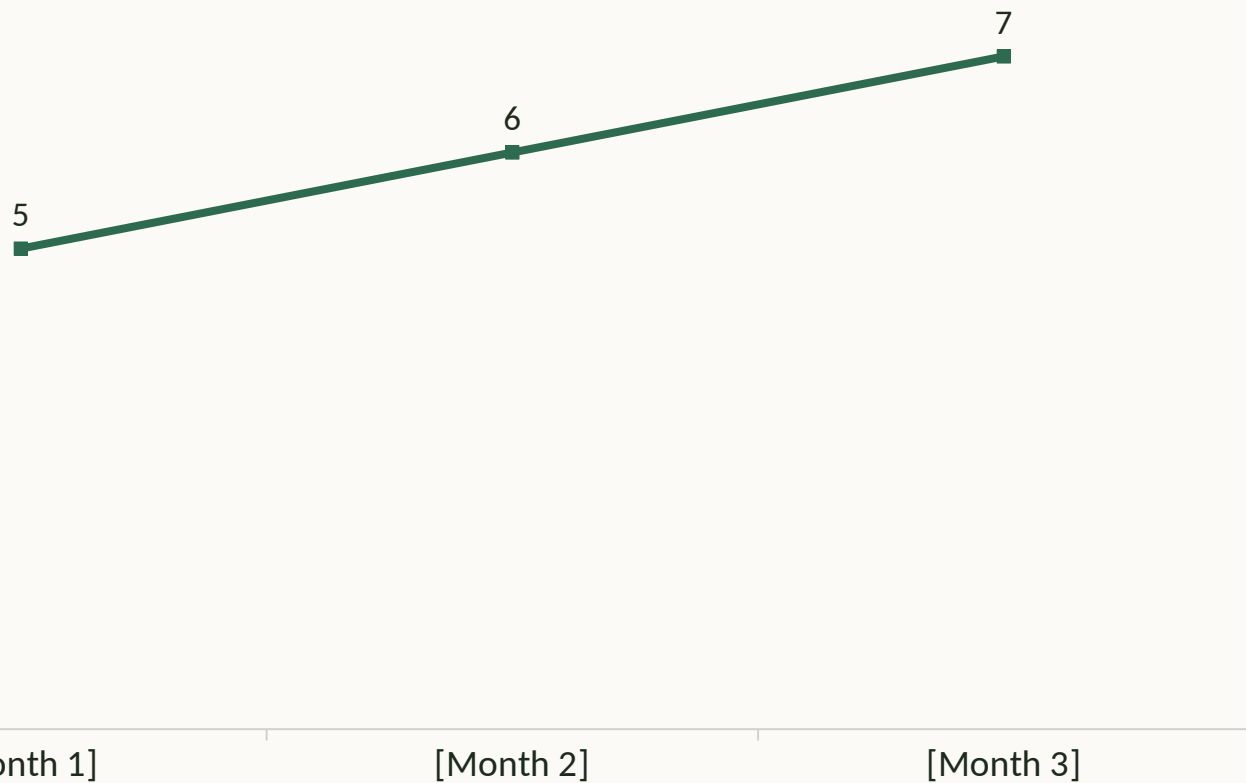
[Example data: replace with your own numbers]

GROWTH

[Growth by channel]

MONTHLY TREND

[Headline about the trend]



[Example data]

NOTE

[What changed, and why]

What went well, and what didn't

Wins

- [Win 1]
- [Win 2]
- [Win 3]

Misses

- [Miss 1 and its cost]
- [Miss 2 and its cost]
- [Miss 3]

[The one issue the board must decide]

- [What happened]
- [What we're doing about it]
- [The options]
- [What we ask the board to decide]

IMPACT

[#]

[The number that makes this urgent]

[Number] priorities for [next quarter]

Priority	Target	Owner
[Priority 1]	[Target]	[Owner]
[Priority 2]	[Target]	[Owner]
[Priority 3]	[Target]	[Owner]
[Priority 4]	[Target]	[Owner]

[Number] asks for the board

- [Ask 1]
- [Ask 2]

[Questions before the meeting: email]