



Using Data To Skyrocket Your Business Growth With Donna Dube

Stuck on how to generate conversions? Want to create more revenue? Data may be the answer you need.

Before you start hesitating, remember that anyone can do it! It just takes time and practice to understand data and make smarter decisions for business growth.

Donna Dube, a business productivity coach, discusses why tracking data is critical for business growth and how you can start applying strategies right away. This activity focuses on creating a business strategy plan and helps you gain clarity on what you can implement in the next 90 days!

QUOTE TO REMEMBER:

“Start small. Pick three or four metrics that are going to be really important to you in growing your business for the next 12 months and start there. Don't worry about the fact that the guru you heard about yesterday is measuring this and that your business bestie is measuring that. Just focus on what's most important to you.”

Activity: Business Strategy Plan

What are the three main categories of metrics you can measure?

Before listening to the podcast, how did you view using data for business growth and decisions? How did this perspective change after listening to the episode?

Take a step back and reflect on your business. Are you measuring any business data? Are you actively involved in understanding these numbers, or do you delegate it to others?

What do you think is your primary business problem or issue?

Now that you have identified your problem, assess what you'd like to do about it or achieve in the next 90 days.

Remember that we start simple. List out 3 to 4 metrics that you need to measure to help you achieve your goal.

Make sure to have a system in place to measure these metrics. What tools will you use? Remember, it doesn't need to be complicated or expensive — it's more crucial that you track the metrics.

Come back to this activity after 90 days.

What did you learn from tracking your metrics? Did you notice any trends or patterns?

What do you think needs to change?

What You Will Learn from the Activity

We can't expect business growth when we're acting blindly. Numbers and data will help you make smarter decisions and focus on things that matter. Anyone can benefit from tracking data, and small business owners can use it to boost their growth.

If we want to start tracking data, we need to understand ourselves first. This understanding sets a baseline of our knowledge as well as our mindset. Most businesses tend to track financial metrics more than marketing and operations, but the latter two are also important and can dictate profits or loss. Business owners need to be able to understand how these all work together.

The activity follows a problem-solution framework. We first reflect on what we think our business problem is before creating a goal. From there, we define a goal with measurable actions. This plan should take effect for 90 days to allow for changes and enough data to help you see trends.

It takes time for businesses to grow; you need to be patient. After implementing your plans, you need to observe trends and patterns to decide on what actions to take moving forward. It's not just about tracking numbers — it's how you use them. Keep utilising data, and you'll be surprised by how much your business has grown!