

## Follow The Action - Forward Forecasting: Design

Forecasting helps eliminate surprises. In business, no one likes surprises!

Forecasting ensures we remain proactive so we don't have to wait until the end of the month to learn how we did. We want to impact the outcome while there's still time to make a difference.

Forecasting encourages employees to think about cause and effect —that is, how they can influence the numbers rather than just passively looking at results to date.

Forecasting makes us smarter about the business. The ability to predict or forecast accurately is a direct indication of how well people understand their numbers.

Forecasting creates a sense of urgency, encouraging people to act and take responsibility for improving the score.

## The Art of Forecasting



How are you getting the data? From who? When? How often?

Who do you need to talk to in order to help your assumptions?

What did you learn from last month's actuals to improve this month's forecast?

"Your forecast is your commitment to the organization. It's not something you throw out and hope happens. It's your near-term vision. If you have doubts, go communicate, talk it out, and take action; that's how you beat the conditions." -

**-Jack Stack, The Great Game of Business**