Eleven indicators with multiple definitions

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Document issued on 09/11/2026

34 indicators · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **All three calculations are correct: they answer three different questions.**

Scope of the "conversion rate"	Value
Signed quotes against all inbound contacts	**18 %**
Signed quotes against qualified contacts	**24 %**
Excluding deals lost to a prospect's silence	**31 %**

In a meeting: **twenty minutes on "which figure is right"**, taking the place of the real subject — why conversion is down. **None of the three definitions is at fault: it is their shared name that creates the discussion.**

The rule applied

Principle	Consequence

One indicator, one definition, one owner	**All three calculations stay available**
Under three distinct names	**The scope is written beneath the figure**
Choosing which is "the real one"	**No — it is a steering decision**

Result of the rework

Finding	Value
Indicators at the start	**34**
With at least two definitions	**11**
Indicators after separation	**41**

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