



Eleven indicators with multiple definitions

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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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", and the most favourable chosen** — without the actual subject, why conversion is down, ever being reached.

The rule applied

Principle	Consequence
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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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