



# IN A DASHBOARD FULL OF CONSTANTS, THERE IS ONE CRITICAL VARIABLE

And it's not something you can automate or analyze with a filter.

Frontline managers often say they don't have time to communicate with their teams. And honestly? With the number of dashboards they are monitoring, nonstop flow of meetings, and daily fire drills – not to mention their day-to-day workload – it makes sense.

But here's what they often miss: every result generated or number on a dashboard exists entirely because of their people.

## AN INPUT YOU CAN ACTUALLY INFLUENCE

KPI dashboards track one thing: outputs. Think safety, product quality, performance, customer satisfaction, and so on.

And every output depends on inputs. But here's the catch: most of those inputs are fixed.

Machines run at one speed. Materials arrive on a schedule. Systems perform only as they are designed. You can't coach a compressor or motivate a shipment to move any faster.

But your people? That's the variable. The one input you can influence. And the most effective way to influence that input is with clear, consistent communication.

## THE CASE FOR COMMUNICATION

Here's where you come in. When fellow executives or frontline managers tell you they don't have time to communicate with their workforce, remind them: every metric or dashboard they care about is powered by their employees.

Dozens, hundreds, sometimes thousands of people are behind those results.

If they want better outputs, the only non-fixed input they have is to make sure their employees are crystal clear about what they're doing, how they're doing it and, critically, **why they're doing it.**

Because when employees understand why their work matters - and how it connects to the bigger picture - they engage. They act. They care. And those dashboard numbers? They start to move.

So, when a frontline manager says, "I don't have time to communicate..." the real question is: Can you really afford not to?

Arketi Group is a public relations and digital marketing firm that helps business-to-business (B2B) technology organizations accelerate growth through intelligent strategy, messaging, public relations, digital marketing, branding, and lead generation and nurturing. Consistently recognized by Chief Marketer as one of the nation's top agencies, Arketi's core belief is that marketing generates revenue.

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