SAMPLE REPORT

PROGRAMME REPORT, FOR THE BOARD

Brand and digital cohort: 12 businesses, 12 weeks

This is what a funder receives at the end of a J29 programme. The businesses and figures here are made up to show the layout. A real report names each business, with its permission.

12 of 12
businesses finished the programme

41 to 63
average Compass score, start to end, out of 100

24
deliverables handed over: 12 brand kits and 12 live websites

9
outcomes logged, each with proof on file

What was delivered

- **Diagnosis:** each business scored on the S.E.E.D.S Compass in week 1 and week 12
- **Brand kit:** logo, colours, company profile, business card and social templates
- **Website:** a live site for each business, with a contact button and a Google listing
- **Skills:** four group sessions on getting found and following up with customers

Who took part

- **7 of 12** businesses are woman owned
- **7 of 12** are owned by people aged 35 or under
- **12 of 12** trade from a township
- **Attendance:** 93% across the four group sessions

Reported as grouped figures. Personal details stay protected.

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Where the scores moved most

DIMENSION	START	END	CHANGE	WHAT CHANGED
Digital presence	22	70	+48	Every business now has a brand, a live website and a Google listing
Sales and marketing	35	58	+23	Customer lists started, enquiries answered the same day
Finance	38	61	+23	Pricing reviewed, invoices and quotes in a standard format
Leadership	40	52	+12	A twelve month plan agreed with each business owner
Operations	55	66	+11	Simple records for orders and stock

Five of the 22 dimensions are shown here. The full scorecard for each business is in the annexure of a real report.

Deliverables and outcomes register

BUSINESS	SECTOR	OWNERSHIP	START	END	CHANGE	DELIVERED	OUTCOME LOGGED
Business A	Catering	Woman owned, youth	38	61	**+23**	Brand kit, website	First corporate order
Business B	Hair and beauty	Woman owned	44	66	**+22**	Brand kit, website	Online bookings live
Business C	Construction	Youth owned	35	58	**+23**	Brand kit, website	Registered on a supplier database
Business D	Clothing	Woman owned, youth	47	71	**+24**	Brand kit, website	Two new stockists
Business E	Cleaning services	Woman owned	40	60	**+20**	Brand kit, website	Funding application submitted
Business F	Printing	Youth owned	52	70	**+18**	Brand kit, website	New supply contract
Business G	Food processing	Woman owned	33	57	**+24**	Brand kit, website	None yet
Business H	Transport	Youth owned	41	62	**+21**	Brand kit, website	Funding application submitted
Business I	Security services	Not stated	45	63	**+18**	Brand kit, website	None yet
Business J	Plumbing	Youth owned	36	59	**+23**	Brand kit, website	First paid online enquiry
Business K	Early learning	Woman owned	39	64	**+25**	Brand kit, website	None yet
Business L	Events	Woman owned, youth	42	65	**+23**	Brand kit, website	Quote won from a new client

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In a real report each row carries the business name, a live link to its website and the proof behind each outcome, such as an order, a registration or an application reference.

What we would do next

- Check that all 12 websites are still live at 3, 6 and 12 months
- A short survey at 6 months on sales, jobs and new customers
- Follow up the three businesses with no outcome logged yet

How to read this report

- **Compass score:** 150+ questions across 22 dimensions, out of 100
- **Outcome:** a change in the business with proof, not an activity
- **Evidence:** registers, live links and documents kept on file

Want this for your own cohort?

Tell us your dates, your budget and the outcomes your board wants to see. We reply within 1 to 2 business days.
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