Spitfire Reporting Checklist

- ❑ Have I clearly defined my goal for this report?
- ❑ Does my report need to speak to a specific goal or campaign?
- ❑ Who am I presenting to (who is my client)?
- ❑ What data or information does my client need to see (what are their KPIs)?
- ❑ Have I triangulated all my data to ensure that my recommendations are accurate (and not only based on a single observation)?
- ❑ Have I used consistent comparisons (e.g. month on month vs. year on year) throughout my report?
- ❑ Have I tailored my message to my client's needs in the language and format that resonates with them?
- ❑ Have I focused on the most important information first?
- ❑ Have I included all the data that is relevant to my client?
- ❑ Have I given the appropriate amount of detail in my report?
- ❑ Have I structured my report in a format that my client is comfortable with?
- ❑ Would my client be able to easily understand the contents of my report if I were to email it to them? (Have I communicated my findings and recommendations clearly?)
- ❑ Will my presentation fit comfortably into the time allocated for me to present to my client?
- ❑ Have I provided my client with a summary of the report? (This only applies if the person you're reporting to needs to report to someone themselves)
- ❑ Have I reported with integrity? (Have I told the story in the numbers rather than making the numbers fit in with my story?)

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