The original: **disparate data**
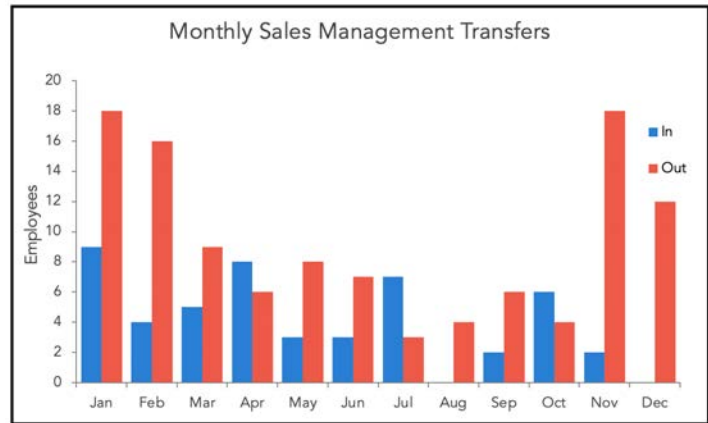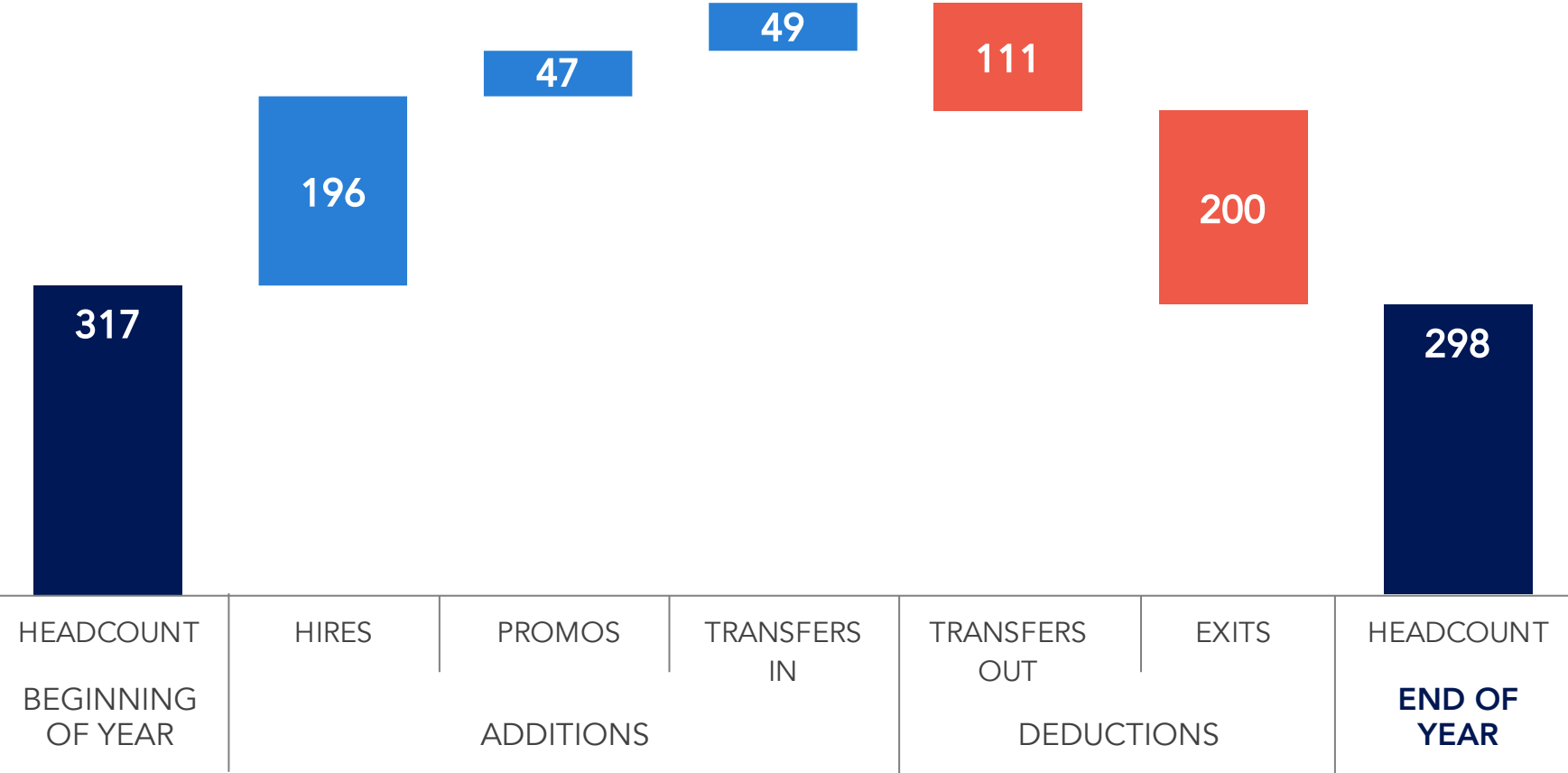
The remake: **single view** to connect the dots...

Sales Manager headcount breakdown: January–December

SWD®

…and tell **a stellar story!**

Let's start with the big picture

We gained 292 new Sales Managers

67% of additions were **external hires**

47 were **promoted** to Sales Manager

49 **internal transfers** to Sales Manager

We lost 311 Sales Managers

111 **transfers out** of Sales Manager

200 Sales Manager **exits**

Back to the big picture…

Let's consider shifting our strategy

Recommendation: **increase efforts to hire from within the organization**

This could include…
- Fast-tracking internal transfers into Sales Manager positions
- Adding a second annual promotion cycle in April
- Introducing an approval process for off-cycle promotions
- [Your ideas here]

Let's discuss and determine our approach