Visual Management Checklist

Getting Started
Use the questions below to help you think through developing meaningful visual management.

- What needs to be seen? What should the visual management show?
- What is the best way to display the information?
- Who will use it? Who will update it?
- How often will it be used? When will we talk about it?
- What action will it trigger?

Checking Your Work
Use the questions below to evaluate whether you have put in place all of the elements needed to make your visual management successful.

☐ Have you picked the right location? Will the right people see it at the right time?

☐ Is it irresistibly easy to update? Are there any barriers to keeping the information fresh?

☐ Is the visual effective? Can you read and understand it in 15 seconds from 15 feet away?

☐ Does it make sense for your work? Have you customized it to be specific and relevant to what you and your team do?

☐ Are you watching for equity and inclusion issues? Is the information accessible to as many people as possible?

☐ Are you making sure people aren’t getting blamed for process issues? Are you rewarding courage and openness in discussing the real situation?

☐ Are you actually using the data to make things better? What do you do when a status indicator turns red? (Hint: if the answer is “nothing” or “it never turns red,” you’re probably not looking at the right thing.)

☐ Are you fine-tuning your visual to work better for you and your team? What is your check and adjust cycle?