



Ten Key Questions to help you evaluate your business – Ask yourself?

	Yes	No
Finance – Is our financial management robust? Are we monitoring effectively and investing our resource in the right areas?	<input type="checkbox"/>	<input type="checkbox"/>
Objectives – Do we know precisely what we want to achieve; how and when and what resources we need to invest?	<input type="checkbox"/>	<input type="checkbox"/>
Owner/Director Aspirations – Is there a clear vision for the future or a defined exit strategy, where desired?	<input type="checkbox"/>	<input type="checkbox"/>
Structure – Is our business in the right shape? Are we organised to deliver in the best possible way or just to simplify management and administration?	<input type="checkbox"/>	<input type="checkbox"/>
People – Do we have the right people in the right places doing the right things and are their skills up-to-date – do we stand out from the crowd?	<input type="checkbox"/>	<input type="checkbox"/>
Operations - Are we operating consistently and have we organised our work effectively? Are we 'lean' and efficient? Is our performance management effective?	<input type="checkbox"/>	<input type="checkbox"/>
Sales – Do we really know our marketplace and are we competing as effectively as we should?	<input type="checkbox"/>	<input type="checkbox"/>
Systems - Do we have standardised, consistent systems and processes which people understand; and which improve efficiency?	<input type="checkbox"/>	<input type="checkbox"/>
Profile, Brand and Philosophy – are we clear about who we are and what we do? Do we concentrate on what we do well? What is our image, is it clear? What 'messages' are we giving out? Do we have an ethos about how we do business? How are our values demonstrated to our customers by our people?	<input type="checkbox"/>	<input type="checkbox"/>
Quality measurement – How do we benchmark ourselves? Is our quality competitive? Is our 'customer experience' better than our competitors?	<input type="checkbox"/>	<input type="checkbox"/>

Why not give us a call and see how we can help you improve your business?

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