

A Simple Checklist

HOW HEALTHY IS YOUR BUSINESS?



Mike Davies

How Healthy Is Your Business?

Because every area of your business is *connected*, when trying to understand the real 'health' of your business, you need to investigate *all* the key functions and areas of your business. Using the scoring key below, see how healthy your business actually is.

Scoring Key

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neither Agree nor Disagree
- 4 = Agree
- 5 = Strongly Agree

1.	I work less than 50 hours per week.	
2.	I have identified and documented the top 3 things that need to be accomplished in the next 12 months to give the business the best chance of long term success.	
3.	I actively manage my time to ensure that I work 'on the business' rather than 'in the business'.	
4.	The business is performing exactly the way I want it to.	
5.	I still have the same excitement for the business that I always had.	
6.	My business would run equally well without me.	
7.	I only work on things that are truly important to me.	
8.	My business is financially very rewarding.	
9.	I have a formal and documented exit strategy that is planned and achievable.	
10.	The company has a formal written business plan which sets out its strategic objectives.	

11.	The business has a clear and documented vision which is shared and understood by everyone.	
12.	For each significant activity in the business, it is clear who the one person responsible for that activity is.	
13.	The business works from a documented annual budget which is regularly reviewed.	
14.	Profit margins have increased over the last 3 years and will continue to increase.	
15.	A single person is responsible for continuously and actively managing cash flow to ensure positive cash flow.	
16.	The costs and profit contribution of each product/service and customer are accurately understood.	
17.	Accurate Management accounts are produced and reviewed monthly.	
18.	The business has a clear and documented plan designed to build our relationships with existing customers, lapsed customers and new customers.	
19.	The business delivers a consistent experience for the customer every single time.	
20.	There is an appropriate healthy balance between repeat business and new business.	
21.	The business has a comprehensive and up to date set of Terms and Conditions which the customer is made aware of at the point of order.	
22.	An up to date matrix exists that details the top customers and the products/services they buy and is used to deepen relationships with customers.	
23.	All the a) HR policies and procedures and b) Health and Safety policies and procedures are fully compliant with current regulations and law and are reviewed annually.	

24.	The business has a formal performance and evaluation process in place and every employee's performance is evaluated every 6 months.	
25.	Written role definitions exist for every role which clearly define responsibilities, behaviours and KPI's.	
TOTAL SCORE		

Your Results

A Total Score of **75 or less** = Your Business has some fundamental issues that are holding back performance.

A Total Score **above 76** = Your Business has some areas of strength that can be enhanced to improve performance.

If you would like to talk to one of our Advisors about this or any other business issue please call

0333 444 8522

or visit our website at

www.mgba.co.uk

to arrange your FREE Consultation