

# BUSINESS SELF CHECK PROGRAM

There are four steps to completing this program. Step 1: Answer each question. If the statement is true, check the circle. If not, leave it blank until you've done what it takes. Be rigorous; be a hard grader. Step 2: Color in one of the associated blocks in the graph on the right. Step 3: Print out to track progress. Step 4: Repeat quarterly and measure growth.

## 1. Service Excellence

- My business has an objective system to quantitatively measure client satisfaction.
- I meet with key clients at least quarterly and make changes made to improve service.
- The standards and philosophies of my business are defined, known and practiced.
- Our team learns from every mistake or client loss.
- Service standards are written and are very high.
- A total quality management (TQM) program has been created and implemented.
- Value is continuously being added to products and services.
- Service and requirements are fulfilled far faster than the customer expected.
- Our team has a strong reputation for being the best in delivering service.
- Our team knows what our clients want and need even before they do.

## 2. Staff Management

- Staff accountabilities are clear and tracked.
- Reviews celebrating their contribution are done with each person.
- The staff all work together well.
- Every staff member knows how they contribute to the vision of the team.
- Each person is in the job that uses his or her strengths.
- Every employee is fully competent and skilled.
- Every leader is qualified by experience, motivation, and competence.
- No one is coasting or being carried by the team.
- Everything has a deadline and accountability to them without excuses.
- Everyone wants to come to work and are well taken care of.

## 3. Planning & Strategies

- The team has a business plan that sets strategic and operational objectives.
- Monthly sessions are conducted to measure results and make tweaks as necessary.
- The market for the team's services are good or excellent.
- The business plan is being used, measured against, and updated at least quarterly.
- Well-sourced projections are used to establish personnel and cash flow requirements.
- The team is going in a single direction, and every major decision supports that direction.
- The company has more than sufficient resources to meet its short-range objectives.
- Adequate cash is always available for emergencies.
- The team has the right advisors to guide it properly.
- The company is not dependent on a single lead source.

## 4. Sales Management

- Sales are being carried out only by those who can really sell.
- Salespeople are managed on results and the results are known.
- Every salesperson has a personal quota and meets or exceeds this quota.
- Salespeople's compensation is adequate for them to live and pay their bills.
- The sales staff is a team working on a daily goal together. Awards are given.
- Unit sales volume is increasing.
- The sales staff performance is monitored frequently.
- The sales staff is motivated, productive, and excited about its success.
- The sales department maintains an attractive visual display of sales.
- The sales department staff is supported well by every other department.

## 4. Productivity

- All paperwork is touched only once.
- Operations are fully computerized.
- Very, very few problems occur in any department. The firm is a problem-free zone.
- A single individual has responsibility for the day-to-day operating decisions.
- The staff does very accurate work; nothing is thrown together or substandard.
- The staff works hard and intelligently, with no duplication.
- Decisions are pushed down as far as possible.
- Every meeting accomplishes something specific.
- Staff members communicate everything that is getting in the way of their productivity.
- Staff members have the equipment and training they need to double their productivity.

## 6. Profitability

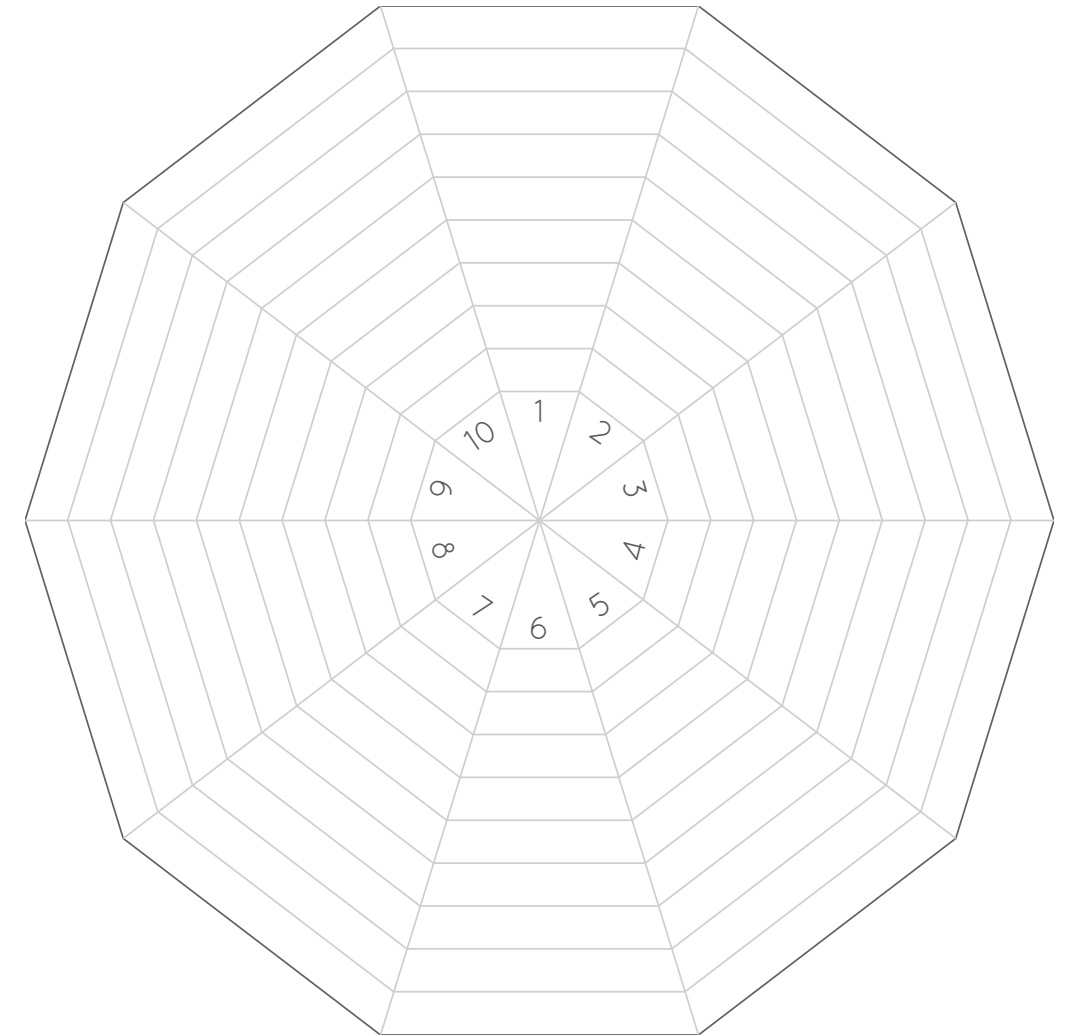
- The firm's profits are high at a very conservative level of sales.
- Profitability is not an issue or a problem in the firm.
- Staff and facilities are being utilized at 80 percent plus.
- Break-even levels are low.
- Services are packaged so that they produce a stream of income.
- The company is profit driven, not merely revenue driven.
- Budget variances are recorded, analyzed, and managed.
- Individual responsibilities for achieving financial goals are clearly defined.
- The firm is one of the leaders in the market.
- The firm's pricing policy is not tied to the market leaders.

## 7. Empowered Leadership

- The CEO has a strong vision, and others have bought into it.
- The firm has a simple mission statement.
- The firm's culture is cooperative rather than adversarial.
- The firm has very large goals, and everyone is excited about reaching these goals.
- The CEO frequently interacts with employees at all levels.
- The CEO initiates huge requirements.
- The CEO is developing leaders, not just managers.
- Staff members are proud of the high-quality work they do.
- The firm is customer sensitive and customer driven.
- The staff is proud of its role in the success of the firm.

## 8. Trends & Ratios

- Debt service as a percentage of gross profit decreased last year.
- The ratio of the company's total debt to equity decreased last year.
- All accounts receivable are being collected according to standards.
- General and administrative expenses are decreasing as a percentage of net sales.
- Profit margins have increased for core products or services over the last three years.
- No one customer accounts for more than 25 percent of total sales or receivables.
- Sales are consistent and increasing.
- Staff turnover is less than 10 percent per year.
- Inventory turnover is high.
- Customer satisfaction and repeat buying are increasing.



## 9. CEO Personal Balance

- The CEO has more time than they need because everything is so well done or delegated.
- The CEO has a right-hand person who handles every detail so the CEO has space.
- The CEO has a strong, happy, and healthy personal life.
- The CEO is adrenaline free.
- The CEO is putting aside plenty of funds with which to become financially independent.
- The company is in good enough shape to sell.
- The CEO has a strong personal foundation.
- The CEO enjoys creating blockbuster results for the firm.
- The CEO does his or her ten daily personal habits consistently.
- The CEO is proud of himself or herself as a human and as CEO.

## 10. Accounting & Taxes

- Bank reconciliations are complete and up to date.
- All income, sales, and property taxes are filed, paid, and current.
- All bills are routinely paid on time.
- Payroll is automated, accurate, and effortless.
- Inventory procedures are in effect that insure an accurate account.
- The accounts payable ledger is current and includes all bills and purchase orders.
- The firm is current with loan payments.
- Accounting department is well run.
- Financial statements are done by the 15th of the month.
- Each department gets the reports it needs and uses.