

Business Improvement Checklist	Yes/No	Action
<p><b>Vision</b> You have a clear picture of how you want your business to look in 3-5 years and the impact it will have on a market or community.</p>		
<p><b>Mission</b> You can readily explain the journey your business will make to achieve the vision.</p>		
<p><b>Business description</b> You, and your team, can clearly articulate what you do, who for, your position in the market and your credentials.</p>		
<p><b>Values</b> You have clear principles which guide decision making and ways of working in your business and are known by all those who work within it and by your other stakeholders.</p>		
<p><b>Objectives</b> You have specific and measurable goals for all areas of your business, both for the short and long term.</p>		
<p><b>Finance</b></p> <ol style="list-style-type: none"> <li>1. You have up to date and reliable financial information on which to make business decisions</li> <li>2. Your profit margin allows for reinvestment in the business and contingencies.</li> <li>3. Your managers understand the financial information available and how to use it to drive improvements within their areas of responsibility</li> <li>4. You use cashflow forecasts to help make business decisions</li> <li>5. You invoice in advance or promptly after service delivery.</li> <li>6. You have robust payment policies and mechanics, such as deposits, interim payments, direct debits and standing orders to avoid bad debts.</li> <li>7. You have an established credit control system and resource to ensure money due is paid on time.</li> </ol>		

<p><b>Innovation</b></p> <ol style="list-style-type: none"> <li>1. You benchmark your products against the market to identify the need or opportunity to innovate.</li> <li>2. You balance your time and resources to allow for new product development.</li> </ol>		
<p><b>Marketing</b></p> <p><b>Markets</b></p> <ol style="list-style-type: none"> <li>1. You can describe your specific markets clearly</li> <li>2. You know what your best markets are</li> <li>3. You know when/where potential slumps in demand are and have strategies to pre-empt these.</li> </ol> <p><b>Value proposition</b></p> <ol style="list-style-type: none"> <li>1. You know what is most valued by your target markets</li> <li>2. You have a clearly defined, proven point of difference over each of your competitors</li> <li>3. You gather feedback to check that you are delivering your value proposition.</li> </ol> <p><b>Activities</b></p> <ol style="list-style-type: none"> <li>1. You have a marketing plan which could be outsourced</li> <li>2. You monitor the source of new business and know which is your most effective activity.</li> <li>3. You keep up to date on new marketing strategies and tactics and how they apply in your sector.</li> <li>4. Your marketing collateral is on brand and up to date.</li> </ol>		
<p><b>New business sales</b></p> <ol style="list-style-type: none"> <li>1. You have defined steps through which to lead new prospects and to nurture leads.</li> <li>2. You can readily see your pipeline and the next steps required for each lead.</li> <li>3. You can confidently draw out valuable information and create interest in your sales conversations.</li> <li>4. You know your conversion rate and invest time working out how to improve it.</li> </ol>		
<p><b>Client relationships (sales)</b></p> <ol style="list-style-type: none"> <li>1. You have defined levels of contact for client groups.</li> <li>2. You schedule in contact/review meetings with existing clients.</li> <li>3. You hold up to date information about each client which others working in your business could readily access.</li> </ol>		

<p><b>Customer Service</b></p> <ol style="list-style-type: none"> <li>1. You have defined service levels and measure delivery against them.</li> <li>2. You regularly review service levels and look for ways to improve them.</li> <li>3. You regularly ask for feedback from customers.</li> </ol>		
<p><b>Supplier management</b></p> <ol style="list-style-type: none"> <li>1. You have a choice of suppliers for each of your key goods/services.</li> <li>2. You use the expertise of your suppliers to improve your efficiencies or customer service.</li> <li>3. You regularly review the service levels and value for money of your suppliers.</li> </ol>		
<p><b>Business Continuity</b></p> <p>You have implementable back up plans for key people, IT and other physical resources.</p>		
<p><b>Employee engagement and contribution</b></p> <ol style="list-style-type: none"> <li>1. Employees and associates have clear and communicated job descriptions.</li> <li>2. Induction and ongoing training is planned and provided when it is most needed &amp; valued.</li> <li>3. You review performance regularly against job descriptions and other performance targets.</li> <li>4. Employees and associates understand the business goals and their role in delivering them.</li> <li>5. Employees and associates are motivated and engaged in the business goals.</li> </ol>		
<p><b>Operational delivery</b></p> <ol style="list-style-type: none"> <li>1. You use IT most effectively for business efficiency and customer service.</li> <li>2. You monitor inefficiencies and look for ways to continuously improve, including input from team and other stakeholders.</li> </ol>		