

Score your business

Score each statement from 1 - 5. Some of the statements might not be relevant to your business, just answer what you can.

1 = Strongly disagree 2 = Disagree 3 = Sort of 4 = Agree 5 = Strongly agree

Governance and support

Our business has a formal monthly meeting with structure that includes an agenda, minutes, and an action plan outcome that is reviewed monthly.

At a management level, we seek and get regular external advice, and we are confident that we have significantly reduced our 'blind spots'.

We have meetings regularly with our banking, legal, accounting, and other key advisors.

Finance

We have a budgeting process that has been agreed and communicated across the Leadership/Executive Team. This tracks financial and non-financial metrics.

Each month we receive a financial and non-financial report from our bookkeeper/accountant.

Our business has a daily, weekly, and monthly report that shows the budgeted financial and non-financial metrics.

Systems and processes

All of our business processes are documented, from answering the phone, to preparing for board meetings.

Our process documents are all available online for relevant staff, and are accessed regularly by those staff.

We are continually adding and updating our library of process documents.

Information technology

Technology is at the core of the way we run our business.

Our use of systems is driven by our processes and people, and their integration in the business.

We have appropriate risk management systems in place to protect our IT infrastructure, and we know what the current risks are.

Product/Service and customer

We have documented and communicated 2 - 4 'customer persona's' (these are our ideal customers).

We actively refer between 10% and 30% of our prospects to more suitable partners who may also be competitors.

We actively seek and receive ongoing customer feedback to test our product/market fit.

Your team

Our employees have clearly documented roles that outlines what success looks like, beyond a job title and remuneration.

We have written agreements that include clear financial incentives with strategic partners who are experts in the areas we are not.

Our new hire training and on-boarding process is digitized and is a brilliant experience for the employee, and provides most of the initial training they will require.

Marketing

We have products we sell online, or we have an online presence (website).

We regularly write about our business or industry (like blogs), and are often mentioned or featured in industry publications.

Our key influencers within the business are regularly asked to speak at public events, write for other publications, and are asked to provide written or recorded opinions.

Sales

Our sales people are clear on our sales process which is documented, and we train regularly on it.

Our sales team have weekly and monthly sales targets, which are reviewed at least monthly with them.

We have a customer service and feedback platform that is fed back into our product development process regularly.

Leadership and management

Our revenue per full time equivalent staff member is >\$200,000 per annum.

We continually monitor key industry, consumer, and regulatory trends, and provide feedback to executives/management on a 6 monthly basis.

A formal vision, mission, and customer value statement is available and regularly communicated to all staff, along with a summarised strategic plan outlining our future plans for the business.