

## 2019 FINANCIAL YEAR

# Exit Interview

1. In what ways did the year evolve as you expected it to and what were the big surprises?
2. How has your vision for the business evolved over the year? Is this direction still where you want to take the business?
3. How have your key markets changed over the year, and are you still strongly positioned within them?
4. Has there been any notable change amongst your competitors, how they are positioning themselves, their market share etc?
5. How have the primary risk factors in your business / industry changed and are you adequately protected?
6. Was there any excess or insufficient capacity in the business during the year (think space, staffing, plant and equipment etc)?
7. Have you communicated to your best staff how valuable they are to you and is there a clear plan to get your underperformers to the level expected of them?
8. What were the areas within your business that consumed large amounts of time but added little value?
9. Did you achieve the level of revenue growth you were looking for? What were the key contributors to this happening or not happening?

10. What challenges did your management team most struggle with during the year?

11. Were there any recurring issues with business's systems and processes during the year?

12. What were your most successful marketing initiatives? Are you judging that from marketing data or intuition?

13. Have debtors, stock and work in progress grown as a percentage of turnover?

14. Are your margins / prices under more pressure than they were a year ago?

15. What periods was your business under the most cash flow pressure? Could more planning have reduced the impact of this?

16. Are you confident you are getting accurate data on what is working and what isn't within the business?

17. When did you last review your key supplier's rates? Are you confident they still provide the best value?

18. How did your business advisors / mentors contribute to your success?

19. What have been the main themes in the customer feedback you've received?

20. From the questions above, what are the key changes you could implement between now and the 1st of July that would best position your business for success in the coming year?