

<b>Test &amp; Measure</b>	Are We On Track For Our Goals, Set Out In Our 90 Day Plan
	Do We Know Our Business Chassis Numbers In Each Of The 5 Areas
	What's Our Growth Target For: Leads, Conversion, Ave.£, Transactions & Profit Margins
	What Is Our Current Financial Break Even - Per Year, Quarter And By Month
	What Are Our Additional KPIs, That Are Unique To Our Business To Ensure Our Success
	Have We Got Enough Current Work & Visibility Of Pending Business In The Pipeline
	Are Our Customers Buying Frequently Enough & The Right Type Of Products Etc
	Are We Too Reliant On Too Few Customers Or Too Few Products Etc
	Are Delivery Expectations Being Realised - From The Customers Viewpoint
	What Areas Need Improving To Retain & Develop Additional Business From Customers
<b>Financial</b>	What Is Our Real Cash flow Situation (Taking Into Account VAT, Invoices etc)
	Where Are We With The Bank - Do We Have A Legacy Debt
	What Long Term Finance Do We Have In Place, What Amount Is Outstanding
	Is Our Break Even Figure Less Than 70% Of Our Total Sales
	When Were Our Fixed & Cost Of Sales Last Monitored - Are Our Prices Up To Date
	Are We Paying Ourselves Tax Efficiently, Small Basic & Dividends (Ltd Businesses Only)
	Are We Drawing Out Less Than 30% Of The Profits Leaving The Rest For The Business
	Do We Have The VAT Set Aside In A Separate Account Or Is It Monitored Pro Actively
	Where Are We With Debtors & Creditors - How Good Are We At Getting Our Money In
	What Outstanding Debtors Do We Have & What Is In Place To Recover Money Owed
<b>Profit Margins</b>	What Is Our Current Average Margin, Where Are We To Our Profit Margins Goals
	What Products Services Have The Highest Margin, Can We Increase Margins/Sell More
	Are We Selling The Right Mix Of Products & Services To Hit Our Financial Targets
	How Can We Get Quicker, Slicker & More Cost Effective & Or More Productive
	What Costs Can We Trim Or Remove - Test & Measure & Ditch Non Profitable Activities
	What Additional Revenue Streams Could We Instigate
	What Surplus Stock, Space Etc Can We Sell - What Other Our Quick Cash Flow Strategies
<b>Sales &amp; Marketing</b>	How Cost Effective Is Each Marketing Method, Which Generate A Positive Cash Flow
	What Are Our Acquisition Costs To Win New Business Per Marketing Activity
	What's The Cash Gap From Money Down To Money In By Marketing Activity
	How Good Are Our Conversion Rates, By People By Products by Marketing Activity
	Have We Enough Marketing Strategies To Hit Growth Goals & Secure Business
	Is Our Sales Process Working, Generally & By Person
	Where In The Sales Process Do Potential Customers Fall Out - Know Why & Fix
	What Bottlenecks Are Their In The Sales Process - How Easy Is It To Buy From Us
	Are We Winning The Right Type Of Business & Client (ROI on Acquisition Cost)
	Are We Selling All The Right Types Of Products To The Right Customers (Plug Gaps)
<b>Leader</b>	Am I Inspirational Enough & Lead By Example - Do I Invest Sufficient Time In Them
	Do I Lay Out the Vision And Common Goal - Are Results Visualised For All To See
	Do I Hold Everyone Accountable - Every Person Make Or Save The Business Money (ROI)
	Do I Support The Team, Providing Them With The Tools & Systems They Need
	Do I Allow Them To Take Risk, Make Mistakes & To Get The Learnings To Grow
	Are Potential Mistakes Limited Through Systems Or Shadowing Other Team Members
	Do I Catch Them Doing Good Things - Whale Done (Is it Fun To Work Here)
<b>Team</b>	Are Weekly Meetings & Other Rituals In Place To Provide Open Dialogue/Feedback
	Are They Helped To Succeed With KPIs With Bonuses Based Upon Performance
	Does Everyone Have A Role To Play & Know What Is Expected Of Them
	Are The Rules Of The Game Set Out To Maximise Productivity & Minimise Down Time
	Are The Team Rewarded Enough, Do They Get The Recognition They Deserve (Morale)
	Is There A Constant Recruitment Policy In Place - Does The Business Attract Applicants
	Are Appraisals & All Other HR Regulations, Paperwork Etc In Place Correctly
	Are The Team Being Challenged Enough & Utilised Fully (What's The Collective ROI)