

BUSINESS
SUCCESS SYSTEMS

COVID-19 BUSINESS HEALTH CHECK

HELPING **YOUR BUSINESS**
SURVIVE OR THRIVE IN THE
CURRENT CLIMATE

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TICK THE COVID-19 CHALLENGES YOU RELATE TO

- Don't know enough about the Government Banking Assistance Package
- Unaware about other "forgotten" Government assistance
- Unsure what help available from banks
- Unsure of HR obligations and requirements
- Staff don't have enough work
- Team aren't set up to work remotely in the most efficient way possible
- Trying to steer the business through whilst looking after yourself as well
- Dealing with the financial uncertainty
- Feeling directionless
- Unprepared for when assistance is turned off

TICK OTHER CHALLENGES YOU RELATE TO

THESE CHALLENGES ARE MOST LIKELY PRE-EXISTING BUT WILL EFFECT HOW YOUR BUSINESS SURVIVES AND CAN BOUNCE BACK

- Not enough enquiries
- Being crunched on price
- No clear point of difference
- Poor cash flow
- Sales team not performing
- Sales too reliant on you
- People can't see the true value of what you offer
- Not using sales systems effectively
- No real sales and marketing skills
- Don't have time
- Poor team performance
- Stuck in the centre of the business
- Your team come to you with too many questions
- Lack of unification around how things are done
- Always having to remind people to do certain things
- Important things get missed
- Lack of project management skills
- Lack of knowledge around IT and systems

WHAT DO YOU THINK THE BUSINESS NEEDS TO GET THROUGH THIS?

- Maximised Government and bank support
- Minimised expenditure
- A clear direction for the business
- A very clear strategy that will support profitable, sustainable results
- A highly organised team of people that know exactly what's expected and where they go for support
- A highly structured and organised way to report results throughout the business and across multiple sites
- A clearly defined workflow and list of all systems that need to be implemented
- An asset that replaces you from having to be in the centre of everything

RATE THE CURRENT HEALTH OF YOUR BUSINESS

Let's look at the current health of your business. This checklist will assess its capability to survive the current environment and determine if it is set up to bounce back when restrictions and assistance is removed.

	NOT AT ALL	POOR	GOOD	EXCELLENT	WORLDCLASS
STEP 1: CREATE A CLEAR AND EFFECTIVE PLAN FOR THE FUTURE					
How well defined and documented are the goals of the business?					
How clear are you on how much your business is worth and who you could sell to?					
How well defined and documented is the vision of the business?					
How well defined and documented are the values and core philosophies for success of the business?					
How well defined and documented is the Ideal client (IC) of the business? (And how many ICs you need to achieve the goal?)					
STEP 2: SET UP AN ORGANISATIONAL STRUCTURE TO SUPPORT RESULTS					
How effective is your organisation chart?					
Do you have effective staff meetings planned out for the year and set up so you don't have to run them?					
How well defined and documented are all the roles and responsibilities within the business?					
How effectively are you planning the development of the team's skills and personal growth?					
How effectively and consistently are you meeting with individuals to discuss innovation of business systems that relate to their performance?					
How consistently are you reviewing your financial reports on a monthly basis?					
How well are you using your budget to monitor monthly performance?					
How clear and effective are your SPIs (System Performance Indicators)? KPIs & Measures					
How well are you able to determine the source and cost of your sales leads or enquiries?					
How well are you measuring your conversion rate from enquiries to sales?					
How well are you tracking your average sale value/average lifetime value of clients?					
How well do you measure the productivity of your operations?					
How effectively tracked and reviewed is your client feedback?					

STEP 3: PROJECT PROSPERITY

Do you have a clearly defined marketing message based around an ideal client?					
Do you have lead magnets for attracting prospects and increasing conversion?					
Do you have a system to build your own lead funnels easily?					
Do you have an ongoing nurturing campaign to increase conversions?					
Do you have a sales system and methodology that your team is unified around?					
Do you have to have a sales system and methodology taught to your team automatically?					
Do you have a client/prospect feedback mechanism?					

STEP 4: PROJECT FREEDOM

How effective are your software systems?					
How well defined and mapped out is the workflow throughout the business as it currently operates?					
Do you have an automated onboarding course so that induction and onboarding of team members is done for you?					
Do you have your business systems/processes built to best practice standard and then delivered automatically to the team?					
Do you have a system that collects all your teams experience and IP so that your business becomes a more valuable asset?					
Do you have a system that automatically trains your team in the best practice standard to use your software and hardware?					
Do you have a system that has all of your admin and HR policies and procedures in one place easy for your team to find and access?					

If you implemented all of these steps would you:

- Overcome your current challenges
- Grow your sales
- Have a team that performs better
- Have a team that is less dependent
- Have more freedom

BUSINESS SUCCESS SYSTEMS

We've become recognised throughout Melbourne for our leadership events at the MCG, featuring expert professional speakers, super-successful business owners and leaders from all walks of life, like Damien Hardwick, Kevin Sheedy, Karen Hayes, Ari Gulper, Cameron R. Brown, Julio De Laffitte, Glenn Adams, James Tuckerman... just to name a few.

