# Business Acceleration Checklist

Use this checklist as a starting point to assess the health of your business. Spend some time working on the area where you have answered "No".

| Business Planning | Yes | No |
|---|---|---|
| - Do you have a "live" business plan? "Live" business plans don't just sit on shelves. They are referred to regularly. | ☐ | ☐ |
| - Are your key staff involved in your business planning process? | ☐ | ☐ |
| - Are you satisfied with your current business plan? | ☐ | ☐ |
| - Can you clearly articulate your vision and values? | ☐ | ☐ |

| Financial | Yes | No |
|---|---|---|
| - Do you monitor your budget regularly and take corrective action? | ☐ | ☐ |
| - Do you operate in surplus? | ☐ | ☐ |
| - Do you know how to interpret your financial information? | ☐ | ☐ |

| Marketing | Yes | No |
|---|---|---|
| - Do you have a clear niche or target market? | ☐ | ☐ |
| - Do you analyse the acquisition cost of your marketing campaigns? | ☐ | ☐ |
| - Do you monitor competitor activity? | ☐ | ☐ |

| Staff | Yes | No |
|---|---|---|
| - Do you have structured policies and procedures for recruitment, retention, performance management and dismissals? | ☐ | ☐ |
| - Are your staff performance plans linked to your business objectives? | ☐ | ☐ |

| General | Yes | No |
|---|---|---|
| - Do you have work/life balance? | ☐ | ☐ |
| - Are you managing your time effectively? | ☐ | ☐ |
| - Do you regularly look for ways to improve your business? | ☐ | ☐ |

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