

Review your business and take it to the next level

If you had a tough year in 2019 and don't want a repeat this year, then you need to do something different. It's time to review your business by focussing on the critical areas and plan your success.

Our guide will help you focus on the important things which will make a difference and help you take your business to the next level!

[Measure your Performance](#)

Identify the objectives you have in place and then review your actual performance against those forecasted targets. Include the number of new customers, project completion timeframes, margins forecasted and achieved on projects, conversion of new leads, quotes and contracts.

[Know the financial results](#)

Being able to interpret the financial results is critical to the successful management of your business. Identifying the turn over, gross and net profit and knowing how you performed against last year's financial objectives will identify your strengths and areas to develop.

Understanding your cash flow requirements and relieving that pressure needs to be paramount.

[People Performance](#)

Staff have the biggest impact to your business' performance. Being able to measure their performance against their targets and KPIs is imperative to analysing your business. Being able to identify areas of improvement and skill gaps will help you address these issues in 2020 and further improve your business' performance.

[Measuring the health of your business](#)

Understanding the health indicators of your business will help you plan for the new year. It's imperative to 'know your numbers'. Having visibility of your profit, margin, costs, cash flow requirements and access to funds will

help you make some critical new year decisions. Analysing the profitability of various client-market segments will allow you to focus your efforts on more profitable business. Tracking the performance of each job will assist your future training and recruiting efforts.

Marketing Mayhem

Spending money on marketing and hoping it's contributing to your profitability is the way most business operate. Understanding where you spend your money and knowing the return on that investment is critical to not squandering your money. Analyse the spend on marketing and then trace back each contract, quote and enquiry is key to understanding marketing better and becoming more effective.

Business or a job

If your business totally relies on you, then it's only a very demanding job. Analysing the operation of your business to clarify what areas need your involvement and which areas are self-sustaining or managed by others will free up your time to focus on business development, growth and increased profitability!

Steps to take your business to the next level

1. Obtain clarity as to your current performance
2. Plan where you want to finish in 2020!
3. Put a plan in place governing: financials, operations, staff and marketing to get you there.

If you would like assistance with any or all of these areas, please contact Harry Pontikis for an obligation-free discussion on 0411 258 058 or harry@findingmoney.com.au