

1. Planning

Do you have a three year plan, does it have the right balance between planning your future and riding today's wave?

2. Team

Do you have the right team on board - and if not are you clear on who you're looking for in terms of culture as well as skills and why they'd want to join you?

3. Skills

Do you have the right skills and confidence in each function that can grow their part of the business at the necessary pace?

4. Alignment

Are you confident that everyone on your leadership team is guided by a common vision, plans, objectives and priorities, are you confident that everybody in your company and those of your partners share and understand that vision?

5. Change

Is there a clear chain of command in your organisation and is your team clear on what change you want to effect in your organisation, how you're going to effect it, who is going to drive it, and why you're doing it?

6. Risk

Are you regularly reviewing the risks to your business and planning how to mitigate them?

7. Success

Do your team feel they have the right environment, support and systems to deliver success?

8. Product

Do you have a balanced process for collating input and prioritising your roadmap which doesn't just favour the "squeaky wheels"?

9. Monetisation

Is there clarity on how you are going to monetise your products and services now and in the future and what might impact on that?

10. Metrics

Is there a comprehensive dashboard which illustrates the relationship between activities and outcomes across the business?

11. Customer

Do you have an ongoing customer dialogue to understand why they bought, what is their usage, by who, how they perceive your relationship, and what they want you to do differently?

12. Scaling the business

Do you have clarity on the relationship between the growth in your customer base and your cost base – and the corresponding impact on margin and cash flow?

13. Competition

Can you identify your competition and how you benchmark your relative performance in the market?

14. Value

Can you clearly describe the value of your business and how you're going to build on it?
How would your customer describe the value of your product to them?