**ASPIRE: A Simple Business Health Check/Planning Guide for Small Businesses**

**ASPIRE** stands for **Assessment, Strategy, Planning, Implementation, Review & Enjoyment**—a straightforward approach to help business owners at any level create a clear roadmap for success. It helps you set goals, measure progress, and make informed decisions to keep your business on track.

**Why It Matters**

Every small business owner should take time—at least once a year—to review their business performance and make adjustments that support growth and profitability.

**1. Assessment: Where Are You Now?**

Start by reflecting on your business:

* What changes have you made in the past few months to sustain or grow your business?
* Consider key areas like structure, staffing, products/services, operations, online presence, and customer communication.
* What worked well? What didn’t? What would you do differently with hindsight?

**2. Strategy: What’s Next?**

Based on your assessment:

* What should you keep, add, or change to maximise success and profitability?
* How and when will you make these changes?
* Will you need help? If so, from whom?

**3. Planning: Turning Ideas into Action**

Once you have a strategy, you need a plan:

* Write it down—though the level of detail depends on your business size.
* Even if it’s informal, planning ensures your changes are intentional, measurable, and achievable.

**4. Implementation: Making It Happen**

Execution is key:

* Your plan should outline specific actions, timelines, and required resources.
* Knowing what needs to be done and when is crucial for success.

**5. Review: Tracking Progress**

A plan is only effective if you measure results:

* How do you know if the changes are working?
* Are they delivering results fast enough?
* Set clear targets and regularly check progress. Be prepared to adjust as needed.

**6. Enjoyment: Celebrate the Wins**

Business planning shouldn’t feel like a chore:

* Take pride in putting your business in the best possible position for success.
* Celebrate achievements—big and small—with your team.
* Acknowledge everyone’s contributions and enjoy the journey.

**Final Thoughts**

How formal this process is depends on your business size and industry. The good news? **It doesn’t have to be complicated.** Even a simple **ASPIRE** check-in will help you make clearer, more objective decisions that move your business forward.