



8 simple steps to reviewing your business

It's time to review your business by focussing on the critical areas. Our guide will help you focus on the important things which will make a difference and help you do better in the future.

How did you go against your objectives?

Identify the objectives you have in place and then review your actual performance against your forecast targets.

*If you do not have objectives / don't know how to set them / don't know how to report on the objectives or if whether the objectives in place are correct - then get help!

What were the financial results?

How much money did you turnover? How much gross profit did you make? How much net profit did you make? How do these results track against your previous targets? How do the results compare to your previous year?

*If you do not know the answer to the above questions, do not have reports in place to measure them or do not know sure about financial management – then get help!



How did your staff and subcontractors perform?

Did they achieve their objectives, targets and key performance indicators? Did they perform to the best of their abilities? Was that good enough or are they unable to perform their roles adequately? Do they conform to your business culture and show the values you seek?

*If you do not know the answers, don't know how to measure your team or to analyse whether they are competent in their roles – then get help!!

What is the health of your business?

Has your customer base shrunk or grown? Are you making more or less money from each client or each project? Are your expenses growing or shrinking in comparison to your revenue and profit? Are your staff leaving, performing or stretched to breaking point?

*If you do not know the answers – get help!!

How effective was your marketing?

Does your business profile, website and promotional material represent you the way you want to be represented? Are you attracting the right types of clients? What is your ROI (return on investment) for your marketing dollars?

* if you do not know the answers – get help!!



FINDING MONEY
Making Good Businesses Great

Do you really have a business or is it just a job?

Does your business totally rely on you? If you did not turn up to work for a month, would the business stop? Do you have processes and procedures in place which direct, guide and instruct your team on what to do?

*If you do not have any of the above and do not know how to work ON the business instead of working IN the business – get help!!

Where to from here?

Do you have clarity as to how to get from where you are to where you want to get to? Do you have enough money to get you there? Do you have the right staff? Do you know how to attract the right types of customers? *If not – get help!!

Do you know where to go for help?

How can you find the organisation which has an expertise in all the above areas and is able to teach you how to take your business to the next level?

Contact Harry Pontikis on 0411 258 058 or harry@findingmoney.com.au for help on all the above areas including designing a tailored roadmap / business plan to take your business to the next level.