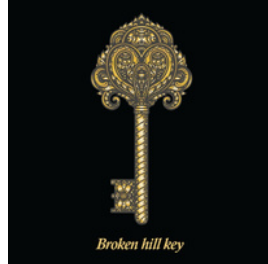


The Ultimate

BUSINESS PERFORMANCE DIAGNOSIS



CHECKLIST



DIAGNOZE YOUR BUSINESS PERFORMANCE

...and turn your business into a profit powerhouse



WWW.BROKENHILLKEY.COM

Business Performance

> Diagnosis

CHECKLIST



Contact Us

info@brokenhillkey.com

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Strategic Clarity

Vision and Mission

- Is there a clearly defined vision and mission?
- Does the mission resonate with employees and align with market realities?

Value Proposition

- What unique value do you deliver to customers?
- Is the value proposition clear and differentiated from competitors?

Strategic Choices

- Are your target markets, core offerings, and strategic priorities well-defined?
- Are these choices guiding resource allocation and operational focus?

Financial Health

Revenue Generation

- Are revenue streams diversified and sustainable?
- Is the business achieving consistent sales growth?

Profit Margins

- Are gross and net profit margins healthy compared to industry benchmarks?
- Are costs managed w/out compromising quality or customer service?

Cash Flow Management

- Is cash flow consistently positive and sufficient to cover operational needs?
- Are there plans to handle unexpected financial challenges?

Customer Experience

Customer Insights

- Are customer needs, preferences, and pain points deeply understood?
- Are customer feedback mechanisms actively used to refine offerings?

Customer Retention

- What % of revenue comes from repeat customers?
- Are loyalty programs or strategies in place?

Net Promoter Score

- Are customers likely to recommend the business to others?
- What is being done to enhance customer advocacy?

Operational Efficiency

Process Optimization

- Are key business processes mapped, measured, and optimized for efficiency?
- Are bottlenecks or redundancies identified and addressed?

Technology and Tools

- Is the business leveraging technology (e.g., ERP, CRM, automation) to improve operations?
- Are current tools aligned with business needs and regularly updated?

Supply Chain

- Are suppliers reliable and cost-effective?
- Are inventory and production levels efficiently managed?

People and Culture

Team Performance

- Are roles and responsibilities clearly defined for all employees?
- Is performance regularly reviewed and tied to strategic goals?

Leadership

- Does the leadership demonstrate strong decision-making and vision?
- Are leaders effectively communicating with and empowering their teams?

Culture and Engagement

- Are employees engaged and aligned with the company's mission?
- Is the business fostering innovation, collaboration, and accountability?

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Marketing and Sales Effectiveness

Market Positioning

- Is the brand well-positioned in the market and clearly differentiated?
- Are pricing strategies competitive and value-based?

Lead Generation

- Are sales and marketing efforts generating quality leads?
- Are digital and traditional channels effectively utilized?

Sales Conversion

- What is the conversion rate from leads to customers?
- Are sales teams well-trained and equipped to close deals?

Innovation and Growth

Product/Service Development

- Are new products or services being developed to address market needs?
- Is there a process for continuous improvement and innovation?

Scaling and Expansion

- Is the business prepared to scale operations when needed?
- Are market opportunities evaluated and acted upon effectively?

Technology Adoption

- Are emerging technologies being evaluate for potential business impact?
- Is the business investing in digital transformation where applicable?

Risk Management and Compliance

Risk Assessment

- Are financial, operational, and market risks identified and mitigated?
- Is there a contingency plan for critical conditions?

Legal and Regulatory Compliance

- Is the business compliant with all industry-specific laws and regulations?
- Are intellectual property, contracts, and employees-agreements managed effectively?

Cybersecurity

- Are IT systems secure against data breaches and cyber threats?
- Is sensitive customer and business data protected?

Metrics and KPIs

Goal Alignment

- Are Key Performance Indicators (KPIs) aligned with strategic objectives?
- Are goals specific, measurable, achievable, relevant, and time-bound (SMART)?

Data-Driven Decisions

- Is the business using data analytics to monitor and improve performance?
- Are performance dashboards or reports reviewed regularly?

Continuous Improvement

- Is there a systems for identifying underperformance and taking corrective action?
- Are benchmarks used to track progress over time?

External Environment

Compaetitive Analysis

- Is there a clear understanding of competitors' strengths and weaknesses?
- Are competitive threats proactively addressed?

Market Trends

- Is the business adapting to industry and market changes?
- Are macroeconomic factors (e.g., inflation, interest rates) impacting performance?

Partnerships

- Are strategic partnerships and collaborations enhancing value creation?
- Is there a plan to build or expand strategic alliances?

Scoring System for the Business Performance Diagnosis Checklist

This scoring system assigns a grade to each checklist category, indicating the business's health in that area. The system uses a **5-point grading scale** and a **weighted scoring methodology** to ensure a clear and actionable diagnosis.

Grading Scale

- **5 - Excellent (Healthy):** Outstanding performance; no significant gaps; fully optimized.
- **4 - Good (Mostly Healthy):** Solid performance; minor gaps that do not impact overall operations.
- **3 - Average (Neutral):** Adequate performance; some gaps that could hinder long-term goals.
- **2 - Weak (Unhealthy):** Significant gaps that require immediate attention to avoid negative impacts.
- **1 - Poor (Critical):** Severe issues that threaten the business's survival or success.

Scoring Methodology

1. Assign Points for Each Question

- Assign **1 to 5 points** to each question based on how the answer reflects performance:
 - **5** = Completely meets or exceeds expectations.
 - **4** = Meets most expectations with minor concerns.
 - **3** = Partially meets expectations; notable room for improvement.
 - **2** = Barely meets expectations; requires significant action.
 - **1** = Fails to meet expectations; critical issue.

2. Calculate Category Scores

- Sum the points for all questions within a category.
- Divide by the total possible points in that category to get a percentage score.
- Map the percentage to the grading scale:
 - **90–100%:** 5 (Excellent)
 - **75–89%:** 4 (Good)
 - **50–74%:** 3 (Average)
 - **30–49%:** 2 (Weak)
 - **Below 30%:** 1 (Poor)

3. Overall Business Score

- Average the grades across all categories for a holistic view.

Example for Strategic Clarity Category

Category Questions:

- Is there a clearly defined and documented vision and mission?
- Does the mission resonate with employees and align with market realities?
- Are target markets and strategic priorities well-defined?
- Is the value proposition clear and differentiated?

Scoring Example:

- Question 1: 5 points
- Question 2: 4 points
- Question 3: 3 points
- Question 4: 2 points

Total Points Earned: 14

Total Possible Points: 20

Score: $(14/20) \times 100 = 70\%$

Grade: 3 (Average)

IMPLEMENTATION STEPS

1. **Conduct Assessments:** Use the checklist to evaluate each area through interviews, surveys, and data analysis. Score the analysis as outlined above.
2. **Identify Gaps:** based on the score for each area, highlight areas where performance is below industry standards or strategic goals.
3. **Prioritize Actions:** Focus on gaps that have the highest impact on overall business performance.
4. **Develop Solutions:** Create targeted strategies to address identified gaps.
5. **Monitor Progress:** Implement performance metrics to track improvements over time.

Broken Hill Key is here to help you correct course or amplify what is working for your business - reach out to us for help!

ABOUT BROKEN HILL KEY



Broken hill key

Hi There!

Broken Hill Key is a business performance consulting services company backed by over two decades of expertise in business strategy focused on helping small to medium-sized businesses turn their business operations into profit powerhouses.

Many small to medium-sized businesses struggle with maximizing the performances of their businesses. We take the guesswork of what it takes to make your business a high-performing machine. Our goal is equip you the entrepreneur with the knowledge and tools to optimize the performance of your business so that you can realize your goals and your dreams.

Ready to turn your business into a high-performing enterprise?
Learn the steps you need to take to achieve high-performance!

If you are not shy, let's get social!



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