



Unlocking Potential | Creating Wealth | Delivering Freedom

The Business Audit



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Initial Business Audit



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What You Will Learn:

You will learn where your business is in relation to achieving true Business Class. This simple business tool shows you where to focus and provides a great benchmark to monitor progress.

By repeating the Business Audit process in six or twelve months, and then again at appropriate intervals, you will learn how to monitor and track your progress toward your improvement goals. You will also understand the importance of recognising achievement.

Why You Need to Learn This:

Knowing where each of your business functions is up to in terms of the key activities to make it a success and understanding what needs to be done first to make the greatest impact will allow you to grow your business in a managed and controlled way.

Results

The immediate result of the Audit is a Radial Chart providing you with a graphical representation of your current position. The longer term result is the ability to continually measure your business growth with a simple tool.

How to use this Workbook

Complete the workbook and, if necessary discuss it with your coach during your next session. If you have any queries, please email your coach directly or email support@freedombusinesscoaching.com.

The aim of the workbooks is to transfer business skills and knowledge while you are at home or in the office, maximizing the efficiency of time you are with your coaching mentor. The more you learn, the easier it becomes for your coaching mentor to help you and the more effective the Program will be for you.

This symbol indicates that there is a tool that will help you with the particular section you are working on.



Please ask your coach for the tool.

Leadership

Owner's understanding of the direction of his / her life and business

Read the statements on the left and circle the number on the right that represents your feeling toward it

		Strongly Disagree			Strongly Agree														
1	I know what I want from life	1	2	3	4	5													
2	I understand how the business will help me achieve my life goals	1	2	3	4	5													
3	I have a 3 year vision for the business	1	2	3	4	5													
4	I use my time effectively and profitably	1	2	3	4	5													
5	I know my key result activities	1	2	3	4	5													
6	What other concerns do you have in the area of Leadership?																		
7	<p>Add up all the numbers you have circled and use the list below to determine your overall score. Then enter your score in the box.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 150px;">0 to 5</td> <td style="width: 50px;">= 1</td> <td rowspan="6" style="width: 150px; vertical-align: middle; text-align: center;"> <div style="border: 1px solid black; width: 100%; height: 60px;"></div> </td> </tr> <tr> <td>6 to 10</td> <td>= 2</td> </tr> <tr> <td>11 to 16</td> <td>= 4</td> </tr> <tr> <td>17 to 20</td> <td>= 6</td> </tr> <tr> <td>21 to 24</td> <td>= 8</td> </tr> <tr> <td>25</td> <td>= 10</td> </tr> </table>	0 to 5	= 1	<div style="border: 1px solid black; width: 100%; height: 60px;"></div>	6 to 10	= 2	11 to 16	= 4	17 to 20	= 6	21 to 24	= 8	25	= 10					
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Planning

Translation of goals and plans into objectives and action for all employees

Read the statements on the left and circle the number on the right that represents your feeling toward it

		Strongly Disagree			Strongly Agree														
1	I have a 3 year plan to achieve the vision incorporating 6 and 12 month milestones	1	2	3	4	5													
2	Employees understand the 3 year plan, their roles, and their key result measurements	1	2	3	4	5													
3	I have an operational plan	1	2	3	4	5													
4	I have clear score cards for each business objective	1	2	3	4	5													
5	I have a weekly workshop meeting to track progress on our objectives	1	2	3	4	5													
6	What other concerns do you have in the area of Planning?																		
7	<p>Add up all the numbers you have circled and use the list below to determine your overall score. Then enter your score in the box.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 150px;">0 to 5</td> <td style="width: 50px;">= 1</td> <td rowspan="6" style="width: 150px; vertical-align: middle; text-align: center;"> <div style="border: 1px solid black; width: 100%; height: 60px;"></div> </td> </tr> <tr> <td>6 to 10</td> <td>= 2</td> </tr> <tr> <td>11 to 16</td> <td>= 4</td> </tr> <tr> <td>17 to 20</td> <td>= 6</td> </tr> <tr> <td>21 to 24</td> <td>= 8</td> </tr> <tr> <td>25</td> <td>= 10</td> </tr> </table>	0 to 5	= 1	<div style="border: 1px solid black; width: 100%; height: 60px;"></div>	6 to 10	= 2	11 to 16	= 4	17 to 20	= 6	21 to 24	= 8	25	= 10					
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Strategic Marketing

Strategic decisions that address how you position your product/service to meet customer needs in a competitive environment

Read the statements on the left and circle the number on the right that represents your feeling toward it

		Strongly Disagree			Strongly Agree	
1	Customers understand the unique difference of our products/service compared to competition	1	2	3	4	5
2	We effectively communicate those points of unique differences	1	2	3	4	5
3	We don't compete on price	1	2	3	4	5
4	Our products and services have a WOW factor	1	2	3	4	5
5	Customers and employees find our company story compelling	1	2	3	4	5
6	What other concerns do you have in the area of Strategic Marketing?					
7	Add up all the numbers you have circled and use the list below to determine your overall score. Then enter your score in the box.					
	0 to 5	=	1	<div style="border: 1px solid black; width: 150px; height: 60px; margin: 0 auto;"></div>		
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	21 to 24	=	8			
	25	=	10			

Process Systemization

Actions that fulfill the promise of the “sale”

Read the statements on the left and circle the number on the right that represents your feeling toward it

		Strongly Disagree			Strongly Agree													
1	We have written, documented, trained systems in all aspects of our business	1	2	3	4	5												
2	The fulfillment/delivery process are well defined and consistently executed	1	2	3	4	5												
3	“Fire fighting” never occurs	1	2	3	4	5												
4	The fulfillment/delivery process are time, money and workforce efficient	1	2	3	4	5												
5	Fulfillment/delivery processes are not a constraint to sales or dispatch	1	2	3	4	5												
6	What other concerns do you have in the area of Process Systemization?																	
7	<p>Add up all the numbers you have circled and use the list below to determine your overall score. Then enter your score in the box.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 150px;">0 to 5</td> <td style="width: 50px;">= 1</td> <td rowspan="6" style="width: 150px; vertical-align: middle; text-align: center;"> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> </td> </tr> <tr> <td>6 to 10</td> <td>= 2</td> </tr> <tr> <td>11 to 16</td> <td>= 4</td> </tr> <tr> <td>17 to 20</td> <td>= 6</td> </tr> <tr> <td>21 to 24</td> <td>= 8</td> </tr> <tr> <td>25</td> <td>= 10</td> </tr> </table>					0 to 5	= 1	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>	6 to 10	= 2	11 to 16	= 4	17 to 20	= 6	21 to 24	= 8	25	= 10
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Winning Teams

Effective overview, understanding and utilization of human assets

Read the statements on the left and circle the number on the right that represents your feeling toward it

		Strongly Disagree			Strongly Agree	
1	The business can operate without me almost indefinitely	1	2	3	4	5
2	A documented organization chart exists highlighting all positions	1	2	3	4	5
3	Written job descriptions and expectations exist for each role	1	2	3	4	5
4	Employees "do their Jobs" with minimal problems	1	2	3	4	5
5	The business is not overly dependent on one or a few employees	1	2	3	4	5
6	What other concerns do you have in the area of Winning Teams?					
7	Add up all the numbers you have circled and use the list below to determine your overall score. Then enter your score in the box.					
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	25	=	10			

Finance

Effective management of money

Read the statements on the left and circle the number on the right that represents your feeling toward it

		Strongly Disagree			Strongly Agree														
1	The business is never in jeopardy of running out of cash	1	2	3	4	5													
2	Bills are paid on time	1	2	3	4	5													
3	Customers invoices are sent on time and to agreement or contract	1	2	3	4	5													
4	Cash flow, profit and loss reports are generated monthly	1	2	3	4	5													
5	The business operates against a budget	1	2	3	4	5													
6	What other concerns do you have in the area of Finance?																		
7	<p>Add up all the numbers you have circled and use the list below to determine your overall score. Then enter your score in the box.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 150px;">0 to 5</td> <td style="width: 50px;">= 1</td> <td rowspan="6" style="width: 150px; vertical-align: middle; text-align: center;"> <div style="border: 1px solid black; height: 60px; width: 100%;"></div> </td> </tr> <tr> <td>6 to 10</td> <td>= 2</td> </tr> <tr> <td>11 to 16</td> <td>= 4</td> </tr> <tr> <td>17 to 20</td> <td>= 6</td> </tr> <tr> <td>21 to 24</td> <td>= 8</td> </tr> <tr> <td>25</td> <td>= 10</td> </tr> </table>						0 to 5	= 1	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>	6 to 10	= 2	11 to 16	= 4	17 to 20	= 6	21 to 24	= 8	25	= 10
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Marketing Communication

How prospective, qualified customers become aware and interested in your products/services

Read the statements on the left and circle the number on the right that represents your feeling toward it

		Strongly Disagree			Strongly Agree													
1	We have more qualified leads than needed to achieve growth goals	1	2	3	4	5												
2	We have a defined, repeatable process that successfully generates qualified leads	1	2	3	4	5												
3	We can measure the specific impact of each lead generation activity	1	2	3	4	5												
4	We understand the cost of all lead generation activities	1	2	3	4	5												
5	We have a specific, documented system strategy for customer retention	1	2	3	4	5												
6	What other concerns do you have in the area of Marketing communication?																	
7	<p>Add up all the numbers you have circled and use the list below to determine your overall score. Then enter your score in the box.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 150px;">0 to 5</td> <td style="width: 50px;">= 1</td> <td rowspan="6" style="width: 150px; vertical-align: middle; text-align: center;"> <div style="border: 1px solid black; width: 100%; height: 80px; margin: 0 auto;"></div> </td> </tr> <tr> <td>6 to 10</td> <td>= 2</td> </tr> <tr> <td>11 to 16</td> <td>= 4</td> </tr> <tr> <td>17 to 20</td> <td>= 6</td> </tr> <tr> <td>21 to 24</td> <td>= 8</td> </tr> <tr> <td>25</td> <td>= 10</td> </tr> </table>					0 to 5	= 1	<div style="border: 1px solid black; width: 100%; height: 80px; margin: 0 auto;"></div>	6 to 10	= 2	11 to 16	= 4	17 to 20	= 6	21 to 24	= 8	25	= 10
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Sales

The process by which qualified leads are converted to customers (New Sales)

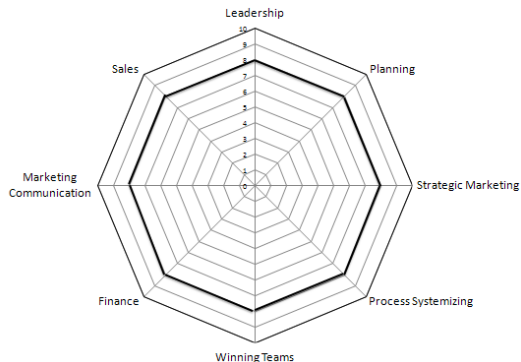
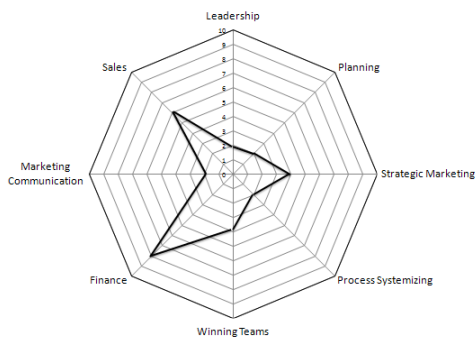
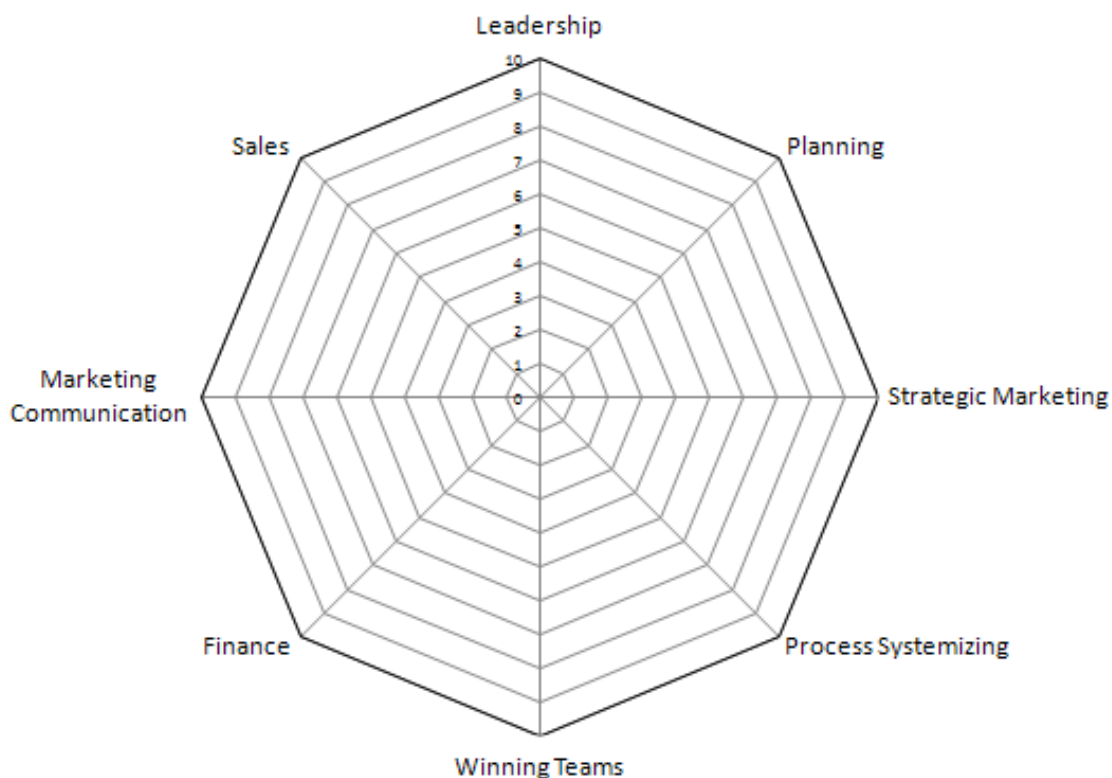
Read the statements on the left and circle the number on the right that represents your feeling toward it

		Strongly Disagree			Strongly Agree	
1	We convert a high proportion of qualified leads	1	2	3	4	5
2	We have a defined, documented, repeatable process that converts qualified leads	1	2	3	4	5
3	The business is not dependent upon one or a few salespeople	1	2	3	4	5
4	We have a documented sales process and pipeline that is monitored every week	1	2	3	4	5
5	We have a documented sales process for add-on products and services	1	2	3	4	5
6	What other concerns do you have in the area of Sales?					
7	Add up all the numbers you have circled and use the list below to determine your overall score. Then enter your score in the box.					
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Graphs

Now transfer your scores from each of the boxes in Section 7 on the previous pages onto this page. Do this by marking a point on each of the relevant lines on the radial chart below (zero at the centre and ten at the outer edge).

Complete your graph by joining the marks with straight lines as in the examples at the bottom of the page.



Typical Score

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Initial Business Audit

Business Class Score >80%

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Business Condition

Current financial status of business (highlight one for each row)

1	Annual Sales	Shrinking	Flat	Up 5%	Up10%	Up >10%
2	Profits	Shrinking	Flat	Up 5%	Up10%	Up >10%
3	Cash Flow	Shrinking	Flat	Up 5%	Up10%	Up >10%
4	Opportunities: Make notes					

Your Feelings

Your present feelings about the business and how it impacts on your personal and life goals (highlight all that apply)

1	Energy Levels	Exhausted	Tired	Neutral	Energized	Dynamic
2	Spirit	Disillusioned	Frustrated	Content	Hopeful	Elated
3	Work/Life Balance	Highly Undesirable	Not good	OK	Good	Highly Desirable
4	Opportunities: Make notes					

Now discuss with your coach the opportunities you have identified for both improving the current state of your business and your feelings about how the business is impacting on your personal and life goals.

You have just completed your Initial Business Audit.

The Business Audit forms part of the FREEDOM Program and is delivered in Module 2 as can be seen in the diagram below:

Level 1 - Unlock Potential
 Module 2 - Business Planning
 Chapter 1 - The Business Audit



Leadership

- o Introduction
- o Personal Goals
- o Personal Purpose
- o Business Purpose
- o Entrepreneurial Mindset
- o Personal Effectiveness
- o Prioritization

Sales

- o Customer mindset
- o The ultimate sales plan
- o The Sales pitch and presentation

Planning

- o **Business Audit**
- o Focus & Clarity
- o Breakthrough
- o Setting Objectives
- o Objective Achievement
- o SWOT Analysis
- o Core Story
- o The Elevator Pitch

Process Systemization

- o Introduction
- o Problem solving
- o Systems development
- o Systems organization
- o Production strategy for products
- o Production strategy for services

Strategic Marketing

- o Introduction
- o Demographics & Geographic's
- o Psychographics
- o Communication Strategy
- o Connecting – Look & Feel
- o Putting the pieces together
- o Strategic Growth

Winning Teams

- o Team Building
- o Behaviour
- o Recruitment of good people
- o Training
- o Supervision

Marketing Communication

- o Internal & External Audit
- o Customer Pain
- o Key Phrases
- o Benefits
- o Writing copy
- o Marketing Foundation Blocks
- o The Gold Mine
- o Simple marketing plan

Finance

- o Overview
- o Simple financial plan
- o Financial systems
- o Profit
- o Cash

With your new found understanding of your business and the areas requiring immediate and longer term focus, why not join a FREEDOM Program today and begin your journey to Business Class?

Call 08456 022 588



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Notes



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