

# Business Success Scorecard



Do you want better results? Are you maximizing your potential? Use our handy Business Success scorecard as a measure and checklist for future use. Flip the page to learn more.

AREA	METRIC EXPLANATION	SCORE 10 = excellent
<b>STRATEGY &amp; STRUCTURE</b>		
<b>Overall Performance</b>	As CEO of your company, how satisfied are you with your last three years' results?	( /10)
<b>Bullet-proof Strategic Plan</b>	Strategic Plan : provides for growth even through the tough times, is future / trend / change focussed, provides a clear competitive position and competitive strategy and offers clear goals, strategies and measures	( /10)
<b>Optimal Business Model</b>	Business Model is optimal for the business you are in NOW and for the future (not the past). Innovation pipeline, focus on thinking and growth (not just firefighting), productivity and morale is high, growth is faster than costs are rising	( /10)
<b>Structures &amp; Processes</b>	Processes and structures match business model, fit for the future, minimize wastage and maximise value	( /10)
<b>Measures &amp; Reporting</b>	Reporting is proactive, signals progress and trends, eyes firmly on the numbers, openly communicated through the company & used to motivate and change	( /10)
<b>STRATEGY TOTAL SCORE</b>	<b>Total your scores for the first five questions:</b>	<b>( /50)</b>
<b>FINANCIALS</b>		
<b>Current Position</b>	Sound cash position	( /10)
<b>Bottom Line</b>	Are you satisfied with your bottom line? Do you believe you have unidentified projects to deliver better results?	( /10)
<b>Immediate Focus</b>	Understanding of how the financials read: does your immediate focus need to be cost control or growth?	( /10)
<b>Future Focus</b>	Sales and marketing budgets intact and adequate to drive future growth (i.e. not attempting to 'save yourself rich'). Resources for innovation pipeline and people development.	( /10)
<b>FINANCIALS TOTAL SCORE</b>	<b>Total your scores for these four questions:</b>	<b>( /40)</b>
<b>NEW PRODUCTS &amp; MARKETS</b>		
<b>Pipeline</b>	Pipeline is full. You have enough regrowth to generate stronger growth than costs.	( /10)
<b>Growth</b>	You have a clear process to grow your business.	( /10)
<b>Market Understanding</b>	You are crystal clear on where and who your target market is.	( /10)
<b>SHOPPER TOTAL SCORE</b>	<b>Total your scores for the last three questions:</b>	<b>( /30)</b>
<b>CULTURE &amp; COMMUNICATION</b>		
<b>Positive Culture</b>	A business culture you can be proud of. Aligned to your unique point of difference, single-minded business purpose and supporting strategies. Staff are adding value (not detracting).	( /10)
<b>Organisational Structure</b>	Appropriate number of layers from top to bottom (i.e. not cumbersome). Reporting structure built for management decisiveness and clarity.	( /10)
<b>Communication</b>	Ongoing internal communications plans, strategies and initiatives that allow for feedback and input and build a level of comfort with change.	( /10)
<b>ALIGNMENT SCORE</b>	<b>Total your scores for the last three questions:</b>	<b>( /30)</b>
<b>TOTAL SCORE</b>	<b>ADD THE SUBTOTALS FOR EACH SECTION</b>	<b>( /150)</b>

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