

Top Five Business Dangers Reflection Exercise

Think about your business. Take a few minutes to identify the top challenges you think you might be facing in your business. Check the items that you think most apply. Let's review them together.

Statements	Issue: Y/N
LEADERSHIP	
Our Customers often demand that I handle their business directly rather than working with my Team.	
Our employees don't know and understand the Core Values of the organization.	
Most people within the company couldn't communicate our Top 5 Priorities for the year.	
As the Business Owner, I must do the important work myself or it won't get done correctly or in a timely manner.	
The only time I meet with my employees is when they need to be corrected, trained, or when a Customer complains.	
HUMAN CAPITAL	
We do not have position descriptions for each position within the company.	
We do not have a complete and thorough recruiting process.	
We need to update our training program to be more comprehensive and complete.	
We do not formally test our applicants in the interview process.	
Our Company does not have an up to date Strategic Plan.	
MARKETING	
Our marketing message includes statements like "Best quality", "100% Customer Satisfaction", or "Fastest delivery" which is no different from our competitors.	
Social media??? What's that and how's that going to help me?	
Our customers are not part of our sales team.	
We are unsure if our marketing activity is effective.	
If we become busy with client work, our marketing efforts are put on the back burner.	
SALES	
No sales dashboard is in place providing us with real-time metrics that drive sales activity.	
We do not have a documented sales training process for new sales people.	
Our ability to forecast sales is not what it should be.	
Each month we are stressing about sales and where we will end up for the month.	
The sales compensation plans that we have in place don't really drive the behaviors and activities that they should, we really don't have pay for performance in place.	
FINANCES	
Due to the cyclical nature of our business we occasionally struggle with paying the bills....or paying ourselves.	
We don't always know if a particular customer or a particular job/order/quote is profitable.	
We've thought about getting a working capital loan in place but haven't done so yet.	
We don't always collect our Account Receivables as quickly as we should.	
It's hard for us to accurately assess our true financial performance for the previous month.	