

10 Essential Actions for Improving your Business

“C” stands for Continual Crucial Critiquing

- 1. COMMIT**

Document your current Strategic Vision and the critical segments of the Business Plan that will enable you to reach this Vision.

“If you don’t know where you’re going, how will you know if you’ve arrived?”
- 2. CREATE**

Establish the Operating Benchmarks and Key Performance Indicators (KPI) for your industry type and set your expected parameters into the Business Plan segments that will maximise your Brand Value and Profit.

“Measuring against expectations will identify the Performance Gaps.”
- 3. CLASSIFY**

Identify your operation’s Key Components or Elements that affect or drive the performance of bottom line profit, return on capital and Brand Image.

“Without Measuring the Key Components of your operation, management will be a series of educated guesses.”
- 4. CONSTRUCT**

Build assessment scorecards on Topics for each Key Component or Element to measure their performance against your expected benchmarks or KPI.

“Critical assessments or appraisals identify shortcomings and provide a pathway for intervention actions.”
- 5. CHECKLIST #1**

Implement assessments and appraisals by key management against the scorecards on business processes, then document results, identify actions required for below benchmark performance and display trends in the reported outcomes.

“Improved performance is a derivative of actions implemented for identified needs.”
- 6. CHECKLIST #2**

Provide your line supervisors of the processes with a check list of periodic site operation essentials as a consequence of Checklist #1.

“Monitoring the mentor’s role in the organisation will ensure the planning actions are communicated and implemented.”
- 7. CHECKLIST #3**

Identify from the Key Components the essential trading or customer service activities of the business and provide a checklist of presentation issues that must be actioned and signed off prior to every trading day by frontline personnel.

“Always ensure that management expectations are communicated and monitored throughout the organisational chain.”
- 8. CONTROL**

Monitor and mentor the implementation of all actioned items through continuous action scheduling. Update completed actions and log in records for reference on trends of occurrences.

“Uncontrolled actions are a recipe for acceptance of mediocrity.”
- 9. CALCULATE**

Evaluate the results and analyse the information by comparing the performance results against benchmarks thereby providing a qualitative rating for the process.

“Identifying the good and poor performance is a catalyst for building Brand Value.”
- 10. COPY**

Continually repeat the process noting establishing trends to revisit the Vision and Planning documents for modifying gaps.

“Repetitive processes augment the identification of gaps and the enhancing of continuous improvement.”