

# Business Mastery with Tools

<p> <span>Red</span> = Viability  <span>Orange</span> = Marketability  <span>Green</span> = Profitability  <span>Blue</span> = Sustainability         </p>	<p><b>Questions to be Answered</b></p>	<p><b>Tools &amp; Templates</b></p>
<p><b><u>Strategy, Planning &amp; Goal Setting</u></b></p> 	<ul style="list-style-type: none"> <li>• What Business are we in?</li> <li>• What are our Core Competencies and Driving Force?</li> <li>• What are our Strategic Principles &amp; Sustainable Competitive Advantage?</li> <li>• What are our long-term Vision, Objectives and mid-term Goals?</li> <li>• What Strategic Initiatives will we resource and execute?</li> </ul>	<p> <i>Business Definition Worksheet</i>  <i>Gap Analysis</i>  <i>Vision/ Mission Statements</i>  <i>Success Planning Worksheet</i>  <i>One Page Business Plan</i> </p>
<p><b><u>Marketing &amp; Business Development</u></b></p> 	<ul style="list-style-type: none"> <li>• What is our Target Market and the ideal customer within that market?</li> <li>• What is our Unique Value Proposition?</li> <li>• What Branding and Marketing mechanisms will we deploy?</li> <li>• What Products / Services will we offer?</li> <li>• How will we generate a steady volume of Quality Leads?</li> </ul>	<p> <i>Niche Attractiveness ScoreSheet</i>  <i>Product / Service WorkSheet</i>  <i>Elevator Pitch Formula</i>  <i>Website Evaluator</i>  <i>Marketing Assessment Tool</i> </p>
<p><b><u>Sales and Customer Experience</u></b></p> 	<ul style="list-style-type: none"> <li>• What Sales Process will we develop and institutionalize?</li> <li>• What Selling Strategies / Tactics will we put into action?</li> <li>• How will we Price and Propose solutions to get the best chance to win?</li> <li>• How will we Close More Business, selling the right stuff to the right customers?</li> <li>• How will we redefine the Total Customer Experience?</li> </ul>	<p> <i>Lead to Sales Worksheet</i>  <i>Customer Satisfaction Survey</i>  <i>Sales Call Sheet Template</i>  <i>Sales Assessment</i>  <i>Discounting Prices Calculator</i> </p>
<p><b><u>Profit &amp; Cash Flow</u></b></p> 	<ul style="list-style-type: none"> <li>• At current margins, at what Sales Volume do we achieve target Profit level?</li> <li>• What Profit Enhancement Strategies should we implement?</li> <li>• What actions can we take to optimize Cash Flow in our business?</li> <li>• Overall, how Healthy is our business financially?</li> <li>• What key Financial Metrics should we track?</li> </ul>	<p> <i>Accounting Jeopardy</i>  <i>Break-Even &amp; Profit Calculator</i>  <i>5 Factors Calculator</i>  <i>Budget: P&amp;L Template</i>  <i>Business Financial Health Check</i> </p>

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<p><b><u>Operations Efficiency &amp; Productivity</u></b></p> 	<ul style="list-style-type: none"> <li>• What KPIs should we track to monitor &amp; improve Business Process Effectiveness?</li> <li>• What are the simple steps we can take to improve overall Process Efficiency?</li> <li>• How do we Standardize the key processes of the business?</li> <li>• What systematic approach should we take to assure Quality in the customers' eyes?</li> <li>• What's involved in Scaling vs. Growing our business?</li> </ul>	<p>SOP Template Operations Manual Template Business Process Audit 11 Steps to Systemize Scorecard Tracking</p>
<p><b><u>Process Improvement &amp; Business Management</u></b></p> 	<ul style="list-style-type: none"> <li>• What can I do to be more Productive?</li> <li>• How can we Communicate more effectively in all that we do?</li> <li>• How can we Continuously Improve the effectiveness of key business functions?</li> <li>• What methodology can we deploy to improve our Decision Making?</li> <li>• What can we do now to continually improve Overall Value of the business?</li> </ul>	<p>'Do This Before That' CheatSheet Calendar Audit Personal Productivity Assessment Sellability Scorecard Overall Business Assessment</p>
<p><b><u>Leadership and Team Building</u></b></p> 	<ul style="list-style-type: none"> <li>• How do I gauge my Effectiveness as a Leader?</li> <li>• How do we recruit, hire, onboard and develop Top Talent?</li> <li>• How do I best Delegate &amp; Assign work so things get done right by the right people?</li> <li>• How do we best conduct business with unrelenting Accountability for results?</li> <li>• How do we get all team members highly Engaged?</li> </ul>	<p>Position Contract Template Job Description Template Employee Appraisal Performance Improvement Plan Accountability Survey</p>
<p><b><u>Culture &amp; Change Management</u></b></p> 	<ul style="list-style-type: none"> <li>• How do I instill my Core Beliefs into my business?</li> <li>• What Cultural Style should I inculcate into my business?</li> <li>• How do we best embrace &amp; manage Risk?</li> <li>• In what way can we tap into our Creative talents to Innovate?</li> <li>• How do I Manage Change over the life cycle of the business?</li> </ul>	<p>Rules to Live by Template Cultural Style Matrix Blue Ocean Strategy Canvas Change Process Challenges Innovation Assessment</p>