

9 points to review to rebuild your business plan

	1. Business costs	2. Cashflow	3. Team	4. Business Systems	5. Strategic Projects	6. Target Customer	7. Customer Experience	8. Sales Conversions	9. Key Non-Financials
Why is this area important?	Your business may be quietly leaking cash	You could have cash 'squeeze points' coming up that will make your business vulnerable	You may have team members who are not as effective as possible in their roles	Your working systems could be wasting your cash	You may not be focusing on the projects that will improve your business, or suffer from a lack of ownership for these projects	Your marketing may not be targeting the ideal customer for your current business	You may not be living up to your customer promises or have a competitor(s) who can serve your customers better	You may be leaving potential new business on the table	You may be overlooking untapped business potential
Questions to ask	<ul style="list-style-type: none"> Are all monies exiting my business relevant and necessary to achieving its goals? Are all the suppliers my business pays the most cost-effective partners? 	<ul style="list-style-type: none"> What money is due to come into my business? What money is due to go out of my business? 	<ul style="list-style-type: none"> Do I have the right people to support my business goals and ethos? Are they in the right roles? How are my team members feeling? What team actions are needed and when? 	<ul style="list-style-type: none"> How should I prioritise the systems to review? Where are the inefficiencies in my business? Where do we need a new or tighter operational system? Who will develop these systems? 	<ul style="list-style-type: none"> What operational improvements does my business require to be stronger this year? 	<ul style="list-style-type: none"> Who are they now? What do they need from my business now? How can we reach more of them? Where can we reach more of them? 	<ul style="list-style-type: none"> What contact points does my customer experience currently consist of? Who are my direct competitors? Who are my indirect competitors? 	<ul style="list-style-type: none"> Where did we convert new business in 2020? Where could we have done better? Where can we enhance our conversion systems? 	<ul style="list-style-type: none"> How well are we doing on the stuff our ideal customers care about? Where do we have untapped business potential?
Actions to take	<ul style="list-style-type: none"> Conduct a formal review for 2021 Highlight & get rid of any unnecessary costs Explore options to streamline your business structure with your accountant 	<ul style="list-style-type: none"> Set up a 13-week rolling cashflow forecast Input the cash coming in & going out of your business Set plans to ride out tight spots in advance 	<ul style="list-style-type: none"> Check in with your team to understand how they are feeling Make yourself aware of the 'learnings' from your team that could be valuable to you 	<ul style="list-style-type: none"> Prioritised business systems review Formal capture of reviewed business systems 	<ul style="list-style-type: none"> Define your key business projects for 2021 Create ownership and responsibility for these Implement measurements to track your progress 	<ul style="list-style-type: none"> Capture a 'marketing persona' for each type of target customer you now have Make sure you cover all the relevant socio-economic, demographic and influence-based areas 	<ul style="list-style-type: none"> Review where it's good Highlight where there is room for improvement Review how well your competitors are doing 	<ul style="list-style-type: none"> Review 2020 new business leads & conversions Formalise & assign ownership for a strengthened sales conversion system for 2021 	<ul style="list-style-type: none"> Pinpoint the key performance indicators (KPIs) for your business Assess your current KPI results Set stretch targets for the improvement of these results Test and measure tweaks to your systems
Clear Vision Support	Cost template & business assessment	Cashflow forecast template	Team diagnostic support	System assessment methodology	Project plan template & support	Marketing persona template	Mystery shop & competitor analysis expertise	Lead assessment template & sales conversion support	Customer journey KPI assessment