

## **Clarity on Execution**

## **How Do You Measure?**

= Poor/Rarely= Excellent/Always

Our company's processes have not been reviewed in years and most likely are outdated.	1	2	3	4	5	All the company's major processes are written down, trained on, followed, and updated periodically for continued improvement.
We do not use key performance indicators (KPIs) and we do not measure out progress or success in any other way.	1	2	3	4	5	Every position in every department has key performance indicators (KPIs) to measure progress and success.
We do not focus on measuring company progress at all.	1	2	3	4	5	We have visual dashboard of key performance indicators (KPIs) that accurately measure our progress.
Our communication habits need improvement.	1	2	3	4	5	We have well-executed communication habits throughout the entire organisation.
Our management team does not focus on an action plan or create one.	1	2	3	4	5	100 % of our management team members create a 90-day action plan every quarter.
We are active but not as productive as we would like to.	1	2	3	4	5	We are productive versus active (busy).
My team members work as individuals and not as a team.	1	2	3	4	5	We have a culture of peer accountability and follow through.
We do not review our financial goals or budgets and do not really think about the future either.	1	2	3	4	5	We have clear financial goals, budgets, and forecast for the future that are reviewed weekly.
Team members are unaware that they influence the cash flow.	1	2	3	4	5	Every team member understands how they influence cash flow, revenue, and profit.
We focus mainly on results instead of the actions needed to make to reach results.	1	2	3	4	5	We are constantly improving the actions that create our results.
My business regularly over trades and runs at over 100 percent of capacity.	1	2	3	4	5	My business normally runs at 80 percent capacity, and we have enough resources to cope efficiently with all the peaks and troughs in our firm's workload.
We do not have the time to keep our firm's management accounts up to date and do not monitor our key performance indicators (KPIs).	1	2	3	4	5	Every month the top team in our business looks at our KPIs and management accounts.
I often worry about how I am going to pay the wages at the end of the month.	1	2	3	4	5	We ruthlessly monitor our cash flow every week and always ensure we have enough access to cash to fuel our three year growth plans.
No capacity or resource plan exists for the firm.	1	2	3	4	5	The firm has a rolling 12-month capacity and resource plan which is religiously reviewed monthly.
Team members tend to work in their own silos doing things their own way.	1	2	3	4	5	All the workflows in our firm are systemised and team members always adhere to the firm's ways of working.
If we have a marketing plan at all it is poorly researched and very generic.	1	2	3	4	5	Our firm's marketing plan is all geared towards the needs of our client personas.
Key account management for our clients is rarely done at all.	1	2	3	4	5	All clients have been categorised and service levels delivered based on the client category.

