

Business Performance Evaluation

How well is your organization running? Get your organization on the road to increased profits and sustainable growth. Use this evaluation to identify strengths and opportunities for improvement to determine where to get started....

Strategy		
Senior executives contend with attaining profitable growth, strategically managing costs and intelligently navigating risk. Such challenges require more than identifying new possibilities and making tough choices. They also require bridging the gap between vision and execution.		
	Yes	No
We have identified appropriate Key Performance Indicators which are produced and reviewed regularly.	<input type="checkbox"/>	<input type="checkbox"/>
The company has a plan to grow through: <ul style="list-style-type: none"> • Internal growth by leveraging existing product mixes and efficiencies • New products/and or services • Acquisition 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Selling		
The role that selling plays in the success of an organization is more than just working with numbers. The value that your customers place on you and your products/services is an extension of the service that you offer them and how efficiently you manage internal resources in the selling effort.		
	Yes	No
The retention rate for customers is acceptable to our company.	<input type="checkbox"/>	<input type="checkbox"/>
We know our sales volumes by product/service and by customer.	<input type="checkbox"/>	<input type="checkbox"/>
We are satisfied with our existing structure for delivering our products and services to market (directly or through channels).	<input type="checkbox"/>	<input type="checkbox"/>

Marketing		
The Marketing of a company's products/services expands their opportunities for future business. The way that an organization finds and services their customers is as important as the products/services that are created for them.		
	Yes	No
Most of our products/services are at the end of their lifecycle.	<input type="checkbox"/>	<input type="checkbox"/>
We have a robust marketing mix that includes social media marketing and meets our marketing objectives.	<input type="checkbox"/>	<input type="checkbox"/>
We have segmented our market and we're satisfied with our customer base.	<input type="checkbox"/>	<input type="checkbox"/>

Operational Efficiency		
In today's rapidly changing global environment, it is increasingly important to evaluate and improve an organization's internal processes. A company's ability to increase profits may very well depend on its' ability to get products and services to market sooner, and with fewer defects and errors than ever before. In order to maintain financial efficiency, companies must strive to keep their processes lean and error free.		
	Yes	No
Our organization is waste free – no overproduction, unnecessary movement of people or goods, or unnecessary processing.	<input type="checkbox"/>	<input type="checkbox"/>
Our company quantifies, and is satisfied with, our cost of quality. These are the costs that you would not incur if everything is perfect.	<input type="checkbox"/>	<input type="checkbox"/>
Our company continually analyzes and improves its transactional and operational processes.	<input type="checkbox"/>	<input type="checkbox"/>

Finance		
<p>With suppliers raising prices, and customers pushing back on any proposed price increases, accurate forecasting and planning means the difference between success and failure. In times of increasing prices, companies find themselves going outside their national borders to keep material and human costs down or to increase their customer base. Controlling expenses and accurate forecasting are two very important traits of today's successful companies.</p>		
	Yes	No
In analyzing product lines we take into account the total annual gross margin on each line to understand where our business is.	<input type="checkbox"/>	<input type="checkbox"/>
We have an effective enterprise planning, annual budgeting and forecasting process.	<input type="checkbox"/>	<input type="checkbox"/>
We have effective relationships with business advisors, including bankers, attorneys, accountants, investors, etc.	<input type="checkbox"/>	<input type="checkbox"/>

Technology		
<p>Business today depends on technology as never before – to drive transformation, productivity and global operations. Businesses that do not tightly link technology initiatives to specific, measurable business goals risk becoming uncompetitive and ineffective in this challenging environment.</p>		
We understand the IT organization's greatest challenges and have plans in place to address these challenges.	<input type="checkbox"/>	<input type="checkbox"/>
We have identified the most important things/initiatives that IT needs to focus on to support the company business plans (both current and future).	<input type="checkbox"/>	<input type="checkbox"/>
Our organization is committed to a virtual global workforce and invests in the required technology and tools to support it.	<input type="checkbox"/>	<input type="checkbox"/>
Our company leverages technology to reduce operating expenses.	<input type="checkbox"/>	<input type="checkbox"/>



Human Capital		
Events of the past few years have brought sweeping changes and new challenges for businesses. At the top of the list? Globalization, innovation, changing workforce dynamics, (aging workforce, Gen Y), evolving technology and intense regulatory environments. The implications of these changes are profound. Business-driven HR is a fundamental area for the forward-thinking organization.		
	Yes	No
Our organization has a system that objectively measures organizational and programmatic outcomes and provides accountability.	<input type="checkbox"/>	<input type="checkbox"/>
Our organization has a system or process to attract, reward, value, develop, and retain talented people, including emerging leaders, as well as an active succession plan for key personnel.	<input type="checkbox"/>	<input type="checkbox"/>
We regularly encourage and solicit feedback and suggestions from employees, suppliers, board of directors, advisors, and customers.	<input type="checkbox"/>	<input type="checkbox"/>
Employees see change as positive and are always ready for a challenge.	<input type="checkbox"/>	<input type="checkbox"/>

Scoring

If you answered **“NO”** to **5 or fewer questions**, you may have some challenges in your organization.

If you answered **“NO”** to **6 to 14 questions**, there are several issues that should be addressed.

If you answered **“NO”** to **15 or more questions**, what are you waiting for? Give us a call!

We hope that this evaluation gets you on the way to uncovering areas in your organization that need improvement. We invite you to contact the BLUE SAGE team to address any of these issues.

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