



BUSINESS GAP ANALYSIS

The purpose of the Gap Analysis is to provide a measurement between where you are and where you want to be. Please read the statements listed below and rate your business according to the current perceptions and/or goals you have set for yourself. Ratings are as follows:

1 = strongly agree 2 = agree somewhat 3 = not much of an opinion either way 4 = disagree 5 = strongly disagree

Business Statements	Rating
Management	
I have well defined professional goals	
I have well defined business goals supported by a comprehensive business plan.	
I improve basic, measured efficiencies continuously.	
I am organized, and can prioritize all demands on my time.	
I think simply and directly about what I am doing and why.	
I evaluate my business and business opportunity with total, fact-based objectivity.	
I concentrate on what I do well.	
I get help/assistance in areas where I am not as strong or knowledgeable.	
I ask questions about performance, markets and objectives on a consistent basis.	
I work to flatten the organization to spread authority and responsibility	
I admit to my own failings and shortcomings and correct them.	
I share the benefits of success with all those who helped to achieve it.	
I enable everybody to optimize their individual and group contribution(s).	
I transform performance by innovating creatively in products and processes including the processes of management.	
I am creative in finding effective solutions to all types of problems.	
I strive to create and support a business environment of CANI (Continuous and Never Ending Improvement)	
I consistently evaluate the social, environmental, and economic effects of business activities	
I understand the social, environmental, and economic effects that can jeopardize business and work to minimize risk	
I build long-term supportive relationships with customers, investors, vendors, employees, banks and strategic partners.	



Business Statements	Rating
<i>Management, continued</i>	
I consistently innovate and implement for better performance	
I have created a complete SOP (Standard Operating Procedures) that outlines and describes ALL the tasks that are performed by everyone in the business.	
I have a plan in place to manage employee development to ensure that appropriate skills are developed to support business growth	
I have the operational tools and templates needed to support projects and achieve successful outcomes	
I have a thorough understanding of the finance, risk management/compliance, IT systems, operations and human resources required to identify and implement cost saving initiatives, improve management and control, identify and manage risk and improve quality.	
I strive to demonstrate responsible leadership by protecting and promoting the interests of my clients, shareholders and stakeholders and the communities in which I operate.	
Finance	
I understand how to get more value from my company's finance function	
I measure both revenues and profit margins.	
I economize always seeking Limo (Least Input for Most Output).	
I have the financial tools, templates, budgets and forecasts needed to support projects and achieve successful outcomes	
I have a financial plan in place that supports my company's business operations	
I am confident in my company's ability to improve financial under-performance and cash-flow management.	
I have secured funding and lines of credit to support business growth and/or unexpected expenses	
I have optimized account receivables and billing cycles	
I pay taxes quarterly	
I remain compliant with all State and Federal reporting requirements and licensing	
Products / Services	
I strive to provide the highest quality product(s) / service(s)	
I stand behind my products/services with a satisfaction guarantee	
I offer my products/services at the most competitive pricing	
I make timely deliveries on all products /.services	



Business Statements	Rating
<i>Products / Services, continued</i>	
I provide product knowledge training to employees and customers	
I measure product / service satisfaction levels	
I offer a no-hassle return policy	
Human Resources	
I have a system in place to address/manage compliance requirements	
I have developed people-driven principles and processes to guide the organization from its current state to the new projected state	
I have a plan in place to manage employee development to ensure that appropriate skills are developed to support growth	
I utilize an effective recruitment process to attract and retain the best and most qualified candidates to my company	
I measure my cost-per-hire and other employee expenses	
I have an Employee Handbook that provides information on all company policies	
I provide all new employees with a thorough orientation to help them get off to the best possible start	
I communicate and support a work environment that is aligned with the company vision, mission and values	
Sales / Marketing	
I serve my customers with the intent of meeting or exceeding their set and perceived performance standards of excellence and quality	
I have the sales/marketing tools and templates needed to support projects and achieve successful outcomes	
I have branded and positioned my product(s) or service(s) to distinguish them from the competition	
I have distribution channels and marketing/sales partners to optimize distribution and market penetration	
I have plans developed for expanded customer growth and retention	
I use a sales/marketing strategy that increases the size of transactions	
I use a sales/marketing strategy that increases the frequency of transactions	
Technology	
I have the technical tools and templates needed to support projects and achieve successful outcomes	
I have internal systems and controls in place to manage backups, business interruptions, reporting functions and communication methods	
I have the technical expertise within the company to manage growth and upgrade systems as needed	
I have a website that effectively promotes products/services, attracts stakeholders/new customers and increases visibility/sales	