

Are these most vital 94 questions for owner managers?

Leadership & strategy	<input type="checkbox"/>	Do we have a compelling purpose?	<input type="checkbox"/>	How are we creating a culture of innovation?
	<input type="checkbox"/>	Are our mission, vision and values defined?	<input type="checkbox"/>	How transparent are we?
	<input type="checkbox"/>	Does the top team live the mission, vision, values & purpose?	<input type="checkbox"/>	How well do we manage conflict?
	<input type="checkbox"/>	Do we properly understand our sweet spot?	<input type="checkbox"/>	How open is the top team to critical feedback?
	<input type="checkbox"/>	Is our competitor analysis sufficiently rigorous?	<input type="checkbox"/>	Does the strategy drive an actionable plan?
	<input type="checkbox"/>	What differentiates us from our competition?	<input type="checkbox"/>	Are actions sufficiently well monitored and corrected?
	<input type="checkbox"/>	Could we be better at predicting external events that impact us?	<input type="checkbox"/>	Do we have a clear, actionable business plan?

People & culture	<input type="checkbox"/>	Have we defined the culture we want?	<input type="checkbox"/>	How well do we support staff well-being?
	<input type="checkbox"/>	How well do we check people fit our culture?	<input type="checkbox"/>	Are we sufficiently aware of workplace stress?
	<input type="checkbox"/>	Are jobs and responsibilities sufficiently well defined?	<input type="checkbox"/>	How well do we manage transparent communications?
	<input type="checkbox"/>	How are we making ourselves the employer of choice?	<input type="checkbox"/>	How consistent are we in our internal messaging?
	<input type="checkbox"/>	What percentage of our team are A players?	<input type="checkbox"/>	Is our internal messaging consistent with our values?
	<input type="checkbox"/>	What is our strategy for retaining A players?	<input type="checkbox"/>	Have we planned for the loss of key personnel?
	<input type="checkbox"/>	How well do we support and train people?	<input type="checkbox"/>	Is there a robust succession / training and development plan?

Sales & marketing	<input type="checkbox"/>	Do we properly understand our market?	<input type="checkbox"/>	Are the sales and marketing plans scalable?
	<input type="checkbox"/>	Do we properly understand our industry?	<input type="checkbox"/>	Are we obtaining positive ROI from all marketing channels?
	<input type="checkbox"/>	Is there a marketing plan that aligns with the strategy?	<input type="checkbox"/>	Do we know & understand customer acquisition cost?
	<input type="checkbox"/>	Is there a sales plan that aligns with the marketing strategy?	<input type="checkbox"/>	Do we know and understand customer lifetime value?
	<input type="checkbox"/>	How well do we leverage different parts of the sales process?	<input type="checkbox"/>	Do we regularly move clients up the ladder of loyalty?
	<input type="checkbox"/>	Do we properly understand our target market??	<input type="checkbox"/>	How well do we manage customer satisfaction?
	<input type="checkbox"/>	Do we properly understand our ideal customer?	<input type="checkbox"/>	What percentage of revenue is from new products?

Operations & delivery	<input type="checkbox"/>	Have we documented responsibilities for all processes?	<input type="checkbox"/>	Is our infrastructure able to handle projected growth?
	<input type="checkbox"/>	Are all processes are comprehensively documented?	<input type="checkbox"/>	How are we increasing effectiveness and efficiency?
	<input type="checkbox"/>	Are all processes are aligned with effective KPI's	<input type="checkbox"/>	Do we know which processes most need improvement?
	<input type="checkbox"/>	Have we automated wherever relevant?	<input type="checkbox"/>	Have we minimised our environmental impact?
	<input type="checkbox"/>	Have we properly optimised our supply chain?	<input type="checkbox"/>	Is our health and safety record second to none?
	<input type="checkbox"/>	How efficiently are products services & processes delivered?	<input type="checkbox"/>	Are all of our processes effectively monitored?
	<input type="checkbox"/>	Do we always fulfil customer expectations?	<input type="checkbox"/>	Are our operational systems and processes "best in class"?

Technology & innovation	<input type="checkbox"/>	Are we at the forefront of sector innovations & technologies?	<input type="checkbox"/>	How robust is our methodology for continual improvement?
	<input type="checkbox"/>	Are we early adopters, followers or laggards?	<input type="checkbox"/>	Are all premises, facilities and equipment legally compliant?
	<input type="checkbox"/>	How well can we defend ourselves against cybersecurity threats?	<input type="checkbox"/>	Are we setting industry standards for ESG and ethical conduct?
	<input type="checkbox"/>	Do we have a robust business continuity / disaster recovery plan?	<input type="checkbox"/>	How are we becoming more sustainable?
	<input type="checkbox"/>	Do we openly discuss mistakes and learn from failures?	<input type="checkbox"/>	What is our approach to Net Zero?
	<input type="checkbox"/>	How compliant are we with GDPR?	<input type="checkbox"/>	Are all our business licences and permits in date?
	<input type="checkbox"/>	How compliant are we with legislation?	<input type="checkbox"/>	Are our technology, innovation and improvement processes "best in class"?

Finance & accounts	<input type="checkbox"/>	Do we know where we lose money?	<input type="checkbox"/>	How many days would it take to run out of cash?
	<input type="checkbox"/>	Do we know where we make money?	<input type="checkbox"/>	Do we regularly review all key financial statements & ratios?
	<input type="checkbox"/>	Are we maximising margins without compromising quality?	<input type="checkbox"/>	Do we regularly review cash flow forecasts and statements?
	<input type="checkbox"/>	Are we audit ready anytime?	<input type="checkbox"/>	Do we use financial ratios to drive business decisions?
	<input type="checkbox"/>	Are budgets set and reviewed religiously?	<input type="checkbox"/>	Do we know our cash gap?
	<input type="checkbox"/>	What is our cash buffer?	<input type="checkbox"/>	How well do we manage aged debtors?
	<input type="checkbox"/>	How prepared are we for unforeseen crises?	<input type="checkbox"/>	Are our accounts and finance processes "best in class"?

Key business	<input type="checkbox"/>	Do we have a robust performance dashboard?	<input type="checkbox"/>	Do we have time to think about, investigate & resolve issues?
	<input type="checkbox"/>	Do we understand when data needs to be investigated?	<input type="checkbox"/>	Do organisational KPI's link to processes in a coherent way?
	<input type="checkbox"/>	Do we regularly review all the data?	<input type="checkbox"/>	Does our data set reveal the linkages between processes?
	<input type="checkbox"/>	Do we effectively dig into data to take the right action?	<input type="checkbox"/>	Do we present data so we can separate "signals" from "noise"?
	<input type="checkbox"/>	Is all data recorded correctly and on time?	<input type="checkbox"/>	Is the way we manage and present data best in class?

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