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How Effective are my Current Plans

Strategic Plan	Yes	No	Unsure
Does your vision statement describe what you want to become as a business and what you want your customers to experience from your service?	☐	☐	☐
Do you have a well-articulated strategy that you want to achieve in terms of your customer?	☐	☐	☐
Do you have a well-articulated strategy for improving your business processes?	☐	☐	☐
Do you have a well-articulated strategy that will lead to innovation and growth?	☐	☐	☐
Do you have a well-articulated strategy that will support you to achieve financially?	☐	☐	☐
Do your values adequately describe the fundamental principles and beliefs that will guide the behaviour of the people in your business?	☐	☐	☐
Does your plan contain an assessment your external competitive and business climate?	☐	☐	☐
Does your SWOT analysis adequately identify your internal strengths and weakness and identify your external opportunities and threats?	☐	☐	☐

Business Plan	Yes	No	Unsure
Does your mission statement describe what needs to be done internally in the company and externally with customers to achieve your vision statement?	☐	☐	☐
Do you have performance measures in place to measure customer satisfaction?	☐	☐	☐
Do you have performance measures in place to measure customer expectations?	☐	☐	☐
Do you have performance measures in place to measure service quality?	☐	☐	☐
Do you have performance measures that provide insight into internal business processes which affect the business' ability to perform and the bottom line?	☐	☐	☐
Do you have performance measures that measure productivity?	☐	☐	☐
Do you have performance measures that measure employee satisfaction?	☐	☐	☐
Do you have performance measures that measure cost of goods sold?	☐	☐	☐
Do you have in place performance measures that provide insight into your business' level of innovation? Such as technology leadership, manufacturing learning, product focus and time to market?	☐	☐	☐
Do you have in place performance measures that assess whether you are meeting operational and financial targets?	☐	☐	☐
Do you have in place performance measures that provide insight into your business' level of financial performance such as supply costs, and employee paid hours.	☐	☐	☐
Do your performance measures flow from the organisational level down to the individual level?	☐	☐	☐
Does you risk management plan have in place adequate strategies to minimise risk and make the most of opportunities?	☐	☐	☐
Does your marketing plan describe your product offering, market segment strategies, marketing communication and advertising strategy, and sales support?	☐	☐	☐
Does your sales plan describe your territory strategies, key account management programs, sales goals and personnel development requirements?	☐	☐	☐
Does your financial plan describe your sales, revenues, costs, operating expenses, capital requirements and key operating assumptions?	☐	☐	☐
Have you established reporting and monitoring processes that give you up-to-date information on progress towards targets?	☐	☐	☐