



## **Stepping stones for accelerated growth.**

The clearest sign that a business is well led and managed is its ability to deliver consistent, profitable growth.

Discover your ability to deliver consistent profitable growth by completing the attached questionnaire.

Turn the page...

## The **ABC** of growth – what high growth businesses do well.

### **A = Activities**

High growth companies are hives of activity. They are “doing” orientated. They get it right. They do the right things with the right people to the right customers at the right price in the right place at the right time.

### **B = Brand**

High growth companies recognise the value of their brand. They cherish it and nurture it. They know that it takes time to build a strong brand but only a few moments to destroy it. It has lasting value that ensures a legacy to future employees and clients. Everything they do adds value to their brand and their reputation.

### **C = Corroboration**

High growth companies have evidence to corroborate their brand and expertise. They have easily recognised trophy clients. They advertise their successes and promote their expertise through the skilful use of testimonials, reviews, articles and PR.

How do you compare? Turn the page and start the diagnostic process ...

## How to use the workbook

- The workbook is set out in ten sections. Each section covers an individual area of business.
- The ten sections each have five questions. They are designed to elicit more detail as to how your business is actually being managed and led in each area of your business.
- The report that follows will highlight those areas that are performing well and those that are underperforming or need attention.
- Feedback is essential to develop ideas. To that end we have a feedback sheet attached at the end for you to complete.

## Scoring – it is essential that you base your answers on what is happening **now**, not what you are planning to do in the future.

Insert a number in the box that describes your current status:

4 = We have achieved everything in this area

1 = We have achieved little in this area

3 = We have achieved most things in this area

0 = We have achieved nothing in this area

2 = We have achieved some of the things in this area

# Vision and Direction

High growth companies know where they are going and how they are going to get there.

Do you ...

Score

1. have an energising, motivating vision for the business	
2. use your vision to inspire and motivate yourself and others to succeed	
3. communicate it to all your employees, clients and suppliers	
4. monitor your performance against the vision	
5. review your performance against the vision regularly	

## Scoring

Insert a number in the box that describes your current status:

4 = We have achieved everything in this area

3 = We have achieved most things in this area

2 = We have achieved some of the things in this area

1 = We have achieved little in this area

0 = We have achieved nothing in this area

# Leadership

Leaders in high growth companies ensure their employees are motivated to achieve the company vision.

Do you ...

Score

1. have goals and objectives that drive your company forward	
2. empower employees to make decisions appropriate to their level of expertise and experience	
3. communicate performance related information to motivate your employees	
4. monitor the performance of the business against the goals and objectives	
5. hold regular meetings to improve performance	

## Scoring

Insert a number in the box that describes your current status:

4 = We have achieved everything in this area

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1 = We have achieved little in this area

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# Values

High growth companies have a set of values that multiplies the contributions of the individual components of the business.

Do you ...

Score

1. have a formal statement of your values	
2. use these values in the employee reward and remuneration scheme	
3. reinforce your values to staff and customers on a regular basis	
4. carry out regular employee satisfaction surveys	
5. review your performance against your stated values regularly	

## Scoring

Insert a number in the box that describes your current status:

4 = We have achieved everything in this area

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**Please complete the following:**

Your name		Web address	
Title		Phone number	
Company name		Mobile number	

**A few questions to help us understand your company better:**

Number of shareholders		Number of employees	
Annual turnover		Brief description of what you offer	
Pre tax profits		Average size of contract	
Years in business		Do you have an exit strategy	
What business issue is keeping you awake at night ...			

Disagree    Neutral    Agree

It would help us if you could answer the following questions about the workbook itself:	1	2	3	4	5
1. Were the instructions clear?					
Comments					
2. Did it take a reasonable amount of time to complete the workbook?					
Comments					
3. Was the workbook useful in clarifying your perception of your business?					
Comments					
4. Did the workbook cover the key areas of your business?					
Comments					
5. If you could make a change to the workbook, what would you change?					
Comments					