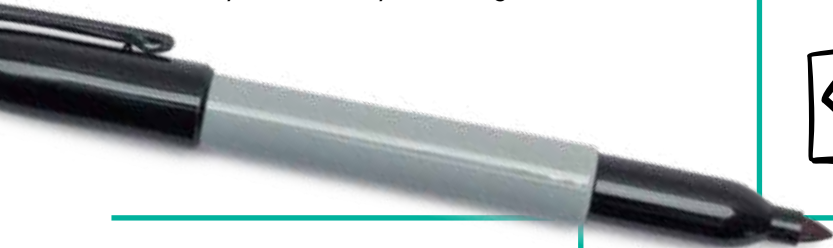


Checklist

Ready to give your business a health check-up? Here's a quick guide to help you assess and strengthen key areas, to ensure you start the year strong.



1 FINANCIAL REPORT



- The bottom line:** Compare your revenue and profit margins – are they aligned with your goals?
- Cash management:** Is your cash flow stable? Could you pay down debt or cut unnecessary costs? Make sure you have a buffer for slower months.
- Bank support:** When was the last time you discussed challenges and opportunities with your banker? They can help you see what's possible.

OPERATIONAL TUNE-UP

- Workflow efficiency:** Identify any process bottlenecks or tasks that could be automated.
- Inventory and supply:** If you carry stock, check your turnover and supplier relationships.
- Tech audit:** Are your tools up to date? Do you need security upgrades?

2

CUSTOMER HEALTH

- Customer satisfaction:** Review feedback or ratings. What do customers love? Which areas need work?
- Target audience:** Are you still reaching the right crowd or is it time to broaden your focus?
- Engagement and retention:** Examine your repeat business rates – are customers sticking around?



4

MARKETING & SALES

- Sales trends:** Look back over the year – any noticeable ups or downs to scrutinise?
- Top marketing channels:** Assess which channels worked best and which ones might need tweaking.
- Campaigns and promotions:** Note successful campaigns and brainstorm ideas for the future.

TEAM WELLNESS



- Employee performance:** Are your staff thriving? Consider any skill gaps or morale boosts.
- Training needs:** Think about areas for development to keep your employees sharp and motivated.
- Mental health:** Could your team benefit from the free programs and tools available in the Smiling Mind app, all with a focus on business?

5

PLANNING FOR GROWTH

- New opportunities:** Jot down ideas for fresh markets, products or services – go “blue sky” with this one.
- Industry trends:** Are there shifts in your sector or competition to factor in?
- Quarterly objectives:** Set a few achievable goals and action steps for each quarter. ♦



Next steps

- Top 3 action items:** List the three most important changes or goals to prioritise.
- Quick wins:** Identify any small adjustments you can make immediately.
- Future reviews:** Schedule a date for your next business health check to keep on track.