



BEAT THE STATISTICS

THE 9 SKILLS TO ENSURE YOU SURVIVE AND THRIVE IN BUSINESS

Workbook

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YOU HAVE A TOUGH DECISION CAN YOU MAKE IT?

YES I am 100% committed to making my business a success
(Tick if you agree)

Score yourself for each of the following attributes between Not Brilliant and completely Mastered the skill:

	Not Brilliant	1	2	3	4	5	6	7	8	9	10	Mastered
Ingenuity		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resourcefulness		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creativity		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Select the problems that you recognise may exist in your business (Tick all that apply):

- Not enough available money
- Don't have a business plan
- Look the same as the competition
- Only have one or two big customers
- Not sure about marketing
- No key performance indicators or measures in place
- Too busy delivering work in the business rather than working on the business
- Have not requested feedback from existing clients/customers
- Don't have a backup of the information, data or systems in the business





Is This For Me?

I am an ... (tick one that applies)

- Entrepreneur
- Business Owner
- Manager
- Consultant
- Thinking of starting a business

I am seeking ... (tick all that applies)

- Success
- Quality
- Profit

What success means to me is... (complete this sentence)



What quality means to me is... (complete this sentence)



What profit means to me is... (complete this sentence)







THE FOUNDATIONAL FOUR

Concept

The concept of my business is...(complete this paragraph)



Control

Select the statements you agree with (Tick all that apply):

- I understand my management accounts
- I have created my projected profit and loss
- I have created my cashflow forecast

My accountant is called... (complete this sentence)



My solicitor is called... (complete this sentence)



My business mentor is... (complete this sentence)







Communication

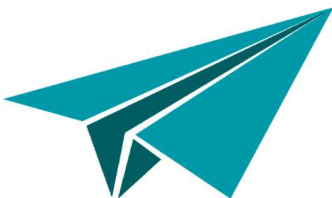
The problem I solve for my clients is ...(complete this sentence)



Contribute

I provide outstanding value to my clients by(complete this sentence)

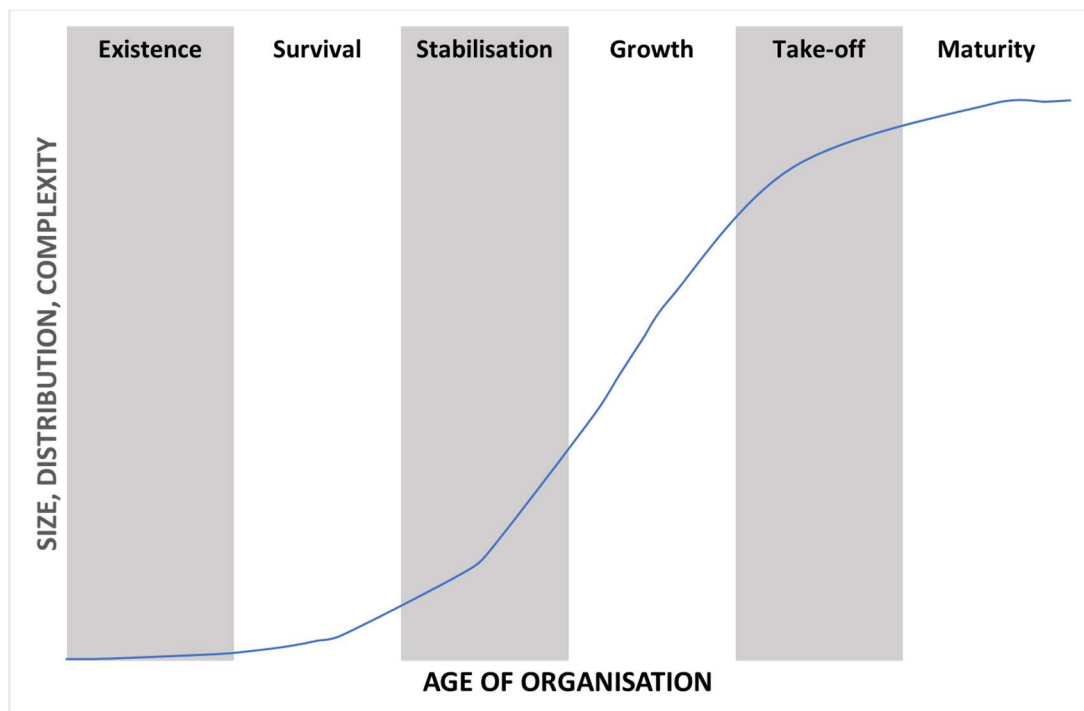






BEYOND THE BASIC BUSINESS

Mark on the continuum line below with an ✕ where you believe your business is today:



Cultivate

Complete the following questions:

The number of people in my business is ...



My annual turnover is ...



My annual profit is ...







The number of clients I served in the last 12 months are ...



The main competitor to my business is ...



The industry my business serves is ...



Other businesses that are similar to mine are ...



Other businesses that are where I'd like mine to be ...



Chief

I spend the following percentage of time: ...

Handling day-to-day operations	%
Business strategy	%
Building relationships/partnerships	%
Sales	%
HR	%
Finance/ accounting	%
Other (specify)	%
	(They should add up to 100%)





Coordinate

Briefly outline your processes for:

I have the following processes for sales ...



I have the following processes for marketing ...



I have the following processes for accounting ...



I have the following processes for human resources ...



I have the following processes for operations ...







I have the following processes for logistics ...



I have the following processes for (please specify) ...



Community

I will find the right people to help serve my clients by ...



Conduct

I will influence the culture in my company by ... 







WHAT BUSINESS DO YOU ASPIRE TO GROW?



My business is a... I aspire to be...

- Solopreneur**
- Micro Business**
- Small Business**
- Medium Business**
- Large Business**





So You've Started A Business...

As with many things, when you need to work out where you are going you have to know where you start. As an existing business owner there will be several elements of your business that you already have in place, assumptions made, and practices upheld.

So to understand where you are now, please answer the following questions in under 1000 each. May sounds a lot however you'd be surprised what comes up when you start analysing what you have.

Briefly describe the products or services that your business offers?







What was your inspiration for founding and running your business?



What are you looking to get out of your business?







What are the objectives and mission of the business?



What do you most enjoy about your business?





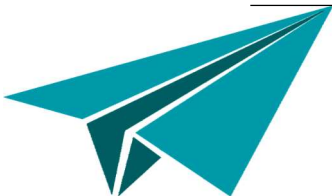


Please describe your key business achievements and milestones



Please describe your target market and who your main customers are







Who are the key competitors to your business?



What is the competitive environment in your industry?





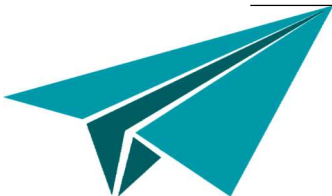


How do you differentiate your business from your competitors?



What customers or markets represent the greatest opportunity for your business?







How do you reach them?







What Happens Now?

Maybe you are not sure what you need? Or perhaps you are struggling with your next steps?

Grab 30 minutes strategy call with us by contacting us on Enquiries@martinsharp.com with the Subject STRATEGY CALL, and we will work with you to understand your goals, and to develop your next steps in developing a Growing, Profitable and Sustainable Business.

Also, get your questions answered and join in the conversation on our Facebook group

facebook.com/groups/GrowthProfitabilitySustainability/





Helping you build
growing,
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