



The Growth Model

THE FINANCES

- Q. How profitable is this business?
- Q. How do you measure and set targets for financial performance?
- Q. How is the business financed and how is it planned?
- Q. How do you plan and manage cash flow?

THE MARKET

- Q. How do you know what your customers and potential customers want?
- Q. How do you generate new business and new customers?
- Q. How do you gain an understanding about what your competitors are good/bad at?
- Q. How do you identify your unique selling points and communicate those?

GROWTH, VISION & STRATEGY

- Q. Does this business have ambition to grow and/or increase productivity?
- Q. Is the plan supported with financial targets or forecasts?
- Q. How do you communicate your objectives to employees and others?
- Q. DO YOU HAVE A PLAN?

THE PROCESSES

- Q. How do you look for continuous improvement in the delivery of your product/service?
- Q. What assets, systems and processes are important to the quality of your product/service?
- Q. Where and how are you looking to introduce resource efficiency?
- Q. What role does technology have in improving sales and productivity and how is that acted upon?

THE PEOPLE

- Q. How do you develop a culture of learning and innovation within your business?
- Q. Are your people motivated and empowered to support your business plan?
- Q. How do you assess staff needs (Training / technology etc)?
- Q. How do you recruit and retain people to achieve your plans and set clear roles and responsibilities?