

Survey: 7 Roadblocks to Small Business Success

Area	Business Process	Rating	Area Score
1. Finance	Our sales have grown 10% or more in each of the last 3 years		
	Our net profit % is above industry standards and increases each year		
	Our cash flow does not limit our investment or growth plans		
2. Planning	We have a written 5-year strategic plan with 1 year goals		
	We create an annual budget and compare to actual financial data		
	Our sales process and staff roles are clearly defined and optimized		
3. Sales	Our marketing clearly explains what we do, and how we are different		
	We have a consistent process to find leads and turn into customers		
	We track and review our sales pipeline and results at least monthly		
4. Process	Key tasks and results are defined in standard operating procedures		
	All employees are actively involved in process improvement		
	We implement quarterly projects to improve our business		
5. Rhythm	Everyone is clear about their responsibility and how it supports goals		
	Managers have weekly meetings to review, recognize and prioritize		
	We use dashboards to evaluate key company & individual results		
6. People	We have "A-players" in every role (exceed performance expectations)		
	Employees have personalized plans with training goals and projects		
	We continually recruit and have a "virtual bench" of candidates		
7. Personal	We have a trusted management team who "run" the business		
	At least 50% of my time I work "on the business" doing things I love		
	I am satisfied with my amount of free time outside the business		
Total Score (out of 63):			

Ratings:

- 3=** Strongly describes our organization
- 2=** Somewhat describes [minor roadblock]
- 1=** Does not describe/ I don't know [major roadblock]