

A PERSONAL NOTE ...

This is a short excerpt from our Business Accelerator program, my flagship coaching program to create and grow your business practice. Visit www.strategist.cc/accelerator for all the details and join other leaders today.

CONDUCT YOUR BUSINESS AUDIT

Often used by business coaches, a business audit helps you examine every aspect of your business to assess the balance between its different parts. As such, it allows you to identify areas that require more attention - those where you might want to apply the concepts presented throughout the program.

This assessment focuses on 8 key dimensions of your business and determines the shortest path to achieving your goals. It measures strengths or weaknesses in each dimension. The farther from the center indicates a force, and closer to the center means that these dimensions would require attention.

3 steps to identify which aspects require your attention

Step No. 1 Examine your business practice and be very honest with yourself.

Consider each dimension and, on a scale from 0 (low) to 10 (high), note the level of satisfaction for each dimension of your business. Write each score on the spokes of the diagram. Be honest with yourself about what works and what doesn't work in each of these dimensions. To help you with this exercise, here are some questions for you:

Product/Service: *Are your products/services at the level you want them to be at this moment? Are you on the right track?*

Team/Human Capital: *Do people around you inspire you? Does your team support you at the level you want and need? Does your team include the expertise you really need to reach your 20-year vision?*

Growth: *Is the growth of your business consistent? Are you satisfied with your growth rate?*

Effectiveness: *Do you do the right things or do you improvise too often? Do you accomplish your tasks / projects or are you too often dealing with emergencies?*

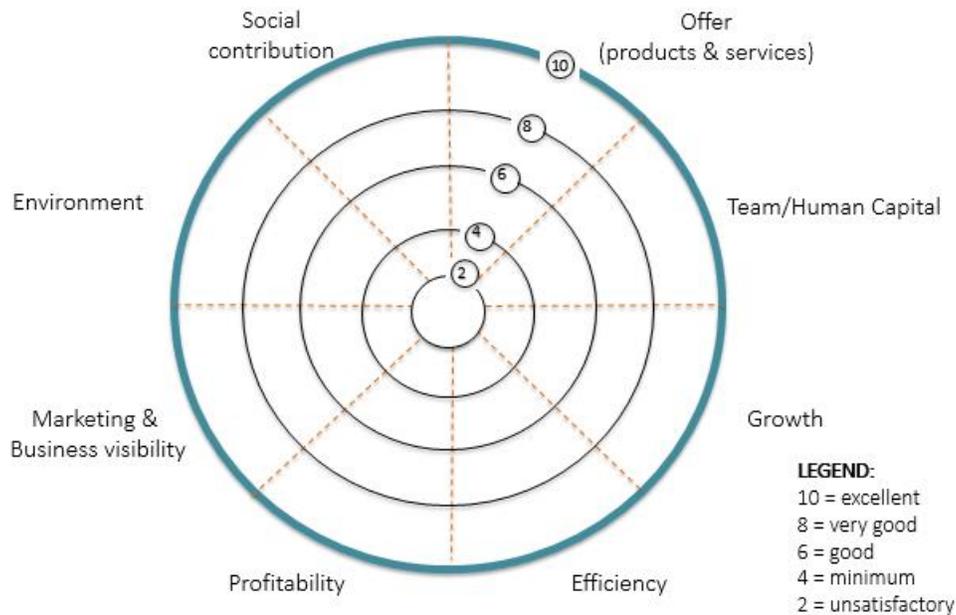
Profitability: *Are your revenues up to your ambitions? Is your financial foundation strong?*

Marketing & Business Visibility: *Does your branding reflect your level of professionalism? Are you consistently visible to your clients, potential clients, and centers of influence? Do you have constant marketing initiatives to bring visibility to your business?*

Environment: *Is your work environment inspiring/motivating? Does it reflect the image you want to project?*

Social Contribution: *Do you make a difference with charities or people who need you? This can be time or financial contributions – depending on your values. Do you take the time to think to have a greater vision of your life?*

Now join the marks around the circle.



In light of the assessment of your current situation, ask yourself:

Have I emphasized one dimension to the detriment of another? If so, at what price?

Step No. 2: Determine your ideal level for each dimension

Determine the ideal level for each dimension in your business. A successful business doesn't necessarily get 10 in every dimension: some need more attention and are importance than others, at any given time. In addition, it's unavoidable that you'll have to make choices and compromises, your time and energy are not unlimited. So the question is, what would be the ideal level of satisfaction for you in each dimension right now?

Draw the "ideal" scores on your previous diagram, then use the table below to describe what the ideal level would look like in each dimension of your business.

Business dimension	Ideal level	Describe in detail the image of the ideal level
Marketing	9	<i>A "9" means having a more modern website, having a newsletter in place, and using LinkedIn and Facebook effectively.</i>
Products/Services		
Team/Human Capital		
Growth		
Efficiency		
Profitability		
Marketing & Business visibility		
Environment		
Social Contribution		

Step 3: Dimensions of interest

You now have a visual representation of your current situation and your ideal situation. What is the situation like? Are there surprises for you? In light of the assessment of the ideal situation, ask yourself:

Where are the important gaps?

On which dimensions of my business should I focus to improve my level of satisfaction?
