

Key Business Performance Areas



- turnover (sales/units)
- break-even point
- gross profit margin
- net profit margin
- liquidity ratios
- return on capital employed
- debtor/creditor days
- gearing/interest cover

- advertising spend
- selling effectiveness
- customer retention
- new accounts won
- repeat business
- new products
- brand perception (by customers)
- brand perception (by competition)
- market position

- output per person
- output per machine
- age of equipment
- set-up times
- down time
- absenteeism
- staff turnover
- staff training
- defect rate
- performance advantage

Performance Scoresheet

Business Area	My Current Score	The 3 most direct ways to improve my score:
Finance	/ 10	
Sales & Marketing	/ 10	
Operations	/ 10	

Business Area 1: £££ Accounting and Finance

Actions	Person Responsible	Time/Money Required	Due Date	Completion Indicator

Business Area 2: Strategy and Operations

Actions	Person Responsible	Time/Money Required	Due Date	Completion Indicator

Business Area 3: Sales and Marketing

Actions	Person Responsible	Time/Money Required	Due Date	Completion Indicator

Personal Inventory

Strengths and Talents	Areas for Development or Outsourcing