

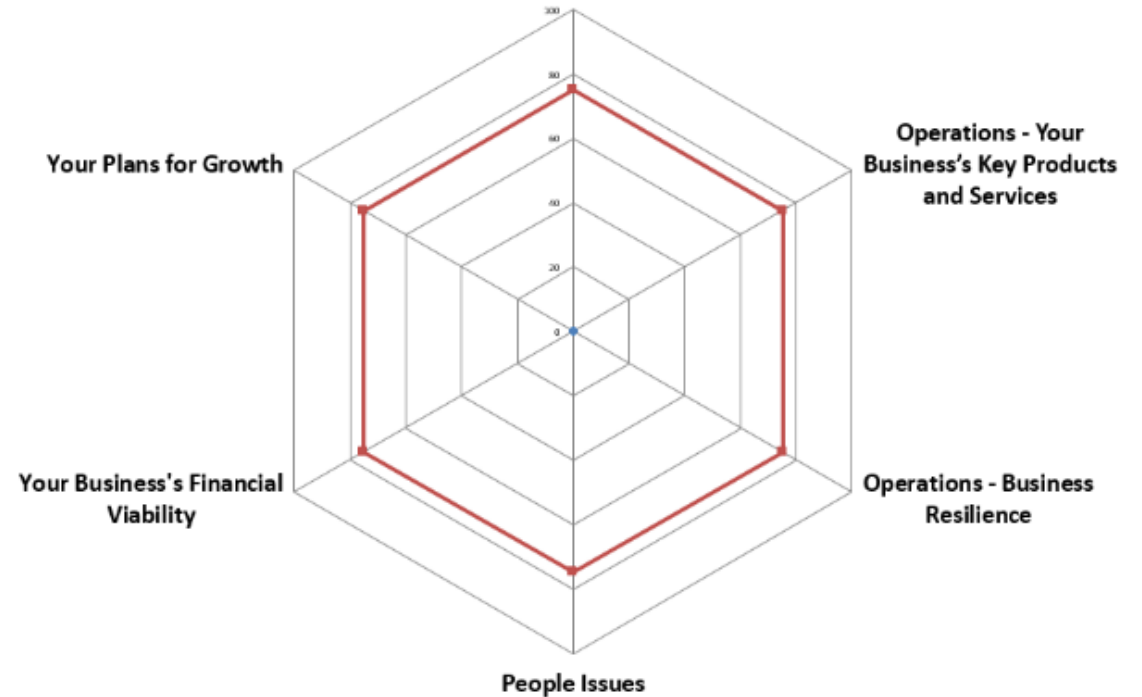
The Mini Business Barometer – A Snapshot of Your Business

Getting a quick snapshot of the health of your business helps you as a busy business person to think more clearly about how you might want, or indeed need, to develop your business. Our Mini Barometer is an easy to use tool that lets you gain that insight. We at SR Consulting have developed this self-help tool for you as a spin off from our more detailed and analytical Business Barometer that we routinely use with our clients. Please feel free to try the Mini Barometer. If you would like to follow up anything with us, or book a full Business Barometer session, then please just get in touch: the contact details are at the bottom of the page.

Using the Mini Barometer

On pages 2 and 3 of this Mini Barometer are a series of questions that will help you explore how well you are doing with your business.

Please answer each question as honestly as possible with a score of **0 – 5** with **5** representing great performance against that question, **0** if this is a recognised long-standing weakness, and **1 – 4** a grading between these extremes. Then total the scores for each section and input these on to the last page and on the charts to the right here to obtain an initial insight into how well you are doing overall. The red line on the spider diagram is the SR Consulting standard.



If you would like to explore the issues identified for you in this Mini Business Barometer further, then please contact us on 01296 340404 or via www.businessbarometer.co.uk

A - Your Clients and Customers and How They Relate to Your Business				
1. Your Clients/Customers	2. Sales & Marketing Plans	3. Client/Customer Support	4. Business Reputation	Total Score
Our business has a very clear picture of our client/customer base, and we are confident it is the most suitable for our business area?	Our business has in place a Sales and Marketing Plan that makes a very positive contribution to our success.	Our business has in place a range of systems to support our clients and customers effectively, not least to help encourage their retention.	Our Business has a strong grasp of its reputation, which we manage and protect effectively	/20
/5	/5	/5	/5	
B - Operations - Your Business's Key Products and Services				
1. Product Differentiation	2. Continuous Improvement	3. Client/Customer Appreciation	4. Suppliers etc.	Total Score
Our products and services clearly stand apart from those of our competitors, and we use this positive difference to make our business a success.	Continued improvement is key to our success and plays a positive role in the development of our products and services.	Our products and services are very well regarded by our clients and customers portraying a very positive image of our business.	We manage our suppliers and other 3 rd parties so well that we can concentrate on delivering a first class service to our clients and customers.	/20
/5	/5	/5	/5	
C - Operations - Business Resilience				
1. Planning for Your Business	2. Measuring Your Success	3. Business Processes	4. Business Continuity Planning	Total Score
Our business has in place an active set of plans that are effective in helping us run our business successfully.	Our business has in place proportionate mechanisms to measure the success of our business and the effectiveness of our team.	The processes that underpin our business are clearly set out and understood by all concerned. We are confident that they are as streamlined as practicable.	Our business has a Business Continuity Plan that is up to date and we are confident that it will provide the protection our business needs.	/20
/5	/5	/5	/5	

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D – The People Issues				
1. HR Policies	2. Training/People Development	3. Business Culture	4. Work Life Balance	Total Score
We are very confident that we have in place the right HR policies to provide effective support to everyone here so as help the business be successful.	Our business recognises the importance for our long term success of Training and People Development for our team.	We have in place an appropriate culture that is inclusive, productive, and sustainable, that enhances the business's success and reputation.	Our business provides us and others within the organisation with an appropriate work life balance.	/20
/5	/5	/5	/5	
E - Your Business's Financial Viability				
1. Cash Flow Management	2. Financial Systems	3. Profitability	4. Value for Money	Total Score
Our business has in place robust cash flow and credit management tools that helps us to plan effectively.	Our business has in place all the financial systems necessary to ensure sound financial management so we meet all our financial obligations.	Our business sustains a level of profitability that meets our ambitions and allows us to invest as needed in its future growth and continued success.	Our business represents excellent Value for Money, being economical, efficient and effective.	/20
/5	/5	/5	/5	
F – Your Plans for Growth				
1. Your Vision	2. Longer Term Planning	3. Understanding the Future	4. Capabilities and Capacities	Total Score
Our business has a clear vision that is well understood throughout the organisation and underpins all our planning for the future.	Our business has in place a well-developed Longer Term Plan to deliver our vision that we review and adjusted as needed.	Our business has a sound grasp of what the future might hold for the organisation and its products/services.	We are very confident that our business has the capabilities and capacity to deliver our Vision for the business.	/20
/5	/5	/5	/5	

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A - Your Clients and Customers	B - Key Products and Services	C - Operations - Business Resilience	D - The People Issues	E - Your Business's Financial Viability	F - Your Plans for Growth	Overall Total
/20	/20	/20	/20	/20	/20	/120
17 – 20	17 – 20	17 – 20	17 – 20	17 – 20	17 – 20	101 – 120
This is a real strength of your business.	This is a real strength of your business.	This is a real strength of your business.	This is a real strength of your business.	This is a real strength of your business.	This is a real strength of your business.	Your business is in a strong position for the future
13 – 16	13 – 16	13 – 16	13 – 16	13 – 16	13 – 16	76 – 100
This is a strong point of your business	This is a strong point of your business	This is a strong point of your business	This is a strong point of your business	This is a strong point of your business	This is a strong point of your business	Your business is in a good position but there is some room for improvement.
9 -12	9 -12	9 -12	9 -12	9 -12	9 -12	51 – 75
Sound base but room for some improvement.	Sound base but room for some improvement.	Sound base but room for some improvement.	Sound base but room for some improvement.	Sound base but room for some improvement.	Sound base but room for some improvement.	Your business has some strengths but there are areas for improvement.
5 – 8	5 – 8	5 – 8	5 – 8	5 – 8	5 – 8	26 – 50
At risk and some improvement needed.	At risk and some improvement needed.	At risk and some improvement needed.	At risk and some improvement needed.	At risk and some improvement needed.	At risk and some improvement needed.	Your business has several serious weaknesses that need active attention.
0 – 4	0 – 4	0 – 4	0 – 4	0 – 4	0 – 4	0 - 25
Significant weakness that needs urgent action.	Significant weakness that needs urgent action.	Significant weakness that needs urgent action.	Significant weakness that needs urgent action.	Significant weakness that needs urgent action.	Significant weakness that needs urgent action.	Your business is in a very weak position that needs urgent action.

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