

The Wheel of Business

Customer-Focused. People-Centric. Profit-Powered.

Is your wheel "fully inflated" or does it have some flat spots?

Instructions: For each of the 12 sectors, grade your performance on a scale of A (outer ring) to D (center ring) with a dot. Just like in school, A is good, D needs a little work! Then... connect the dots and answer the question at the bottom right

Name _____

Phone _____

Date _____

G

Excellence in Execution

Consider repeatedly missing strategic or everyday deadlines, a culture of excuses, failure to meet objectives, frequent use of stretch goals to compensate for failure, re-setting strategic goals lower through the year

R

Improving Productivity

Consider obvious OR hidden inefficiencies in processes, systems (i.e. ERP) production, or deliverables, rework, slow decision-making, slow pace of work, or frequent conflicts between people & departments

O

Employee Engagement & Retention

Consider presenteeism, absenteeism, visible disengagement or undermining, low energy, high negativity, active grapevine of rumors and speculation, or repeatedly asking yourself "why don't they get it?"

W

T

Speed to Market, Flexibility, & Adaptability to Change

Consider whether you lead or follow your market, any failures to spot new or emerging competitors or substitute products or services, slow to adopt new technology to increase value-add, or a sense of stagnation

H

Return on Heartbeats:

Fun in Your Business & Time to Enjoy Life

We all have a limited number of heartbeats. Does your business deliver a high enough return on yours?



P

Customer Loyalty & Retention

Consider turnover, pressure on margins, frequent "lowest bid" buying habits, and win/lose negotiation strategies on the part of your customers

R

Sustained & Steady Revenue Growth

Consider missed targets, lost deals you expected to win, declining or jagged revenues, chasing marginal business or growing revenue at all costs

O

Achieving a Competitive Edge Through Quality

Consider failure to deliver on time and in full, rework, efficiency or effectiveness shortfalls, customer complaints with costly make-rights, or market perception of not keeping up to competitors' quality

F

Strong & Steady Profit Growth

Consider missed targets, declining or jagged profits, profit margins below industry average, profits not keeping pace with top line growth, insufficient profit to fund growth, pressure to cut costs or downsize

T

Return on Heartbeats:

Financial Freedom

Consider whether your business uses debt to fund operating expenses, relies overly on leveraged credit to finance growth or is unable to secure financing, and whether owner or executive pay is below market levels or postponed during difficult times

Innovation, Creativity, and Entrepreneurship

Consider "we've always done it this way" limitations, how often you play catch-up to competitor's innovations, stale product or service set, no new pipeline, or focusing on recurring problems & issues vs solutions & new ideas

Finding & Developing Management Talent

Consider frequency and cost of poor hiring decisions, sub-optimal performance and high turnover, empty seats, reliance on outside hires vs promoting from within, culture clashes

Most organizations wrestle with 1 or all of these 3 challenges:

1. People Issues (customer- or employee-related)
2. Process Issues (sales, marketing, or operations)
3. Profit, Cash Flow, or Financing Growth

What is your Top of Mind, Most Critical Issue (including OR over and above anything in the Wheel!) that you MUST resolve this year?

Text a photo of your Wheel to 604-830-3990
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