



Business CoPilot

Stepping stones for accelerated growth.

The clearest sign that a business is well led and managed is its ability to deliver consistent, profitable growth.

Discover your ability to deliver consistent profitable growth by completing the attached questionnaire.

Turn the page...

The information above is of a confidential or proprietary nature. We will treat the information as confidential and not disclose it to any third party

Business CoPilot ■ 0117 904 7874 ■ robh@businesscopilot.co.uk ■ www.businesscopilot.co.uk ■ Page 1 of 14

The **ABC** of growth – what high growth businesses do well.

A = Activities

High growth companies are hives of activity. They are “doing” orientated. They get it right. They do the right things with the right people to the right customers at the right price in the right place at the right time.

B = Brand

High growth companies recognise the value of their brand. They cherish it and nurture it. They know that it takes time to build a strong brand but only a few moments to destroy it. It has lasting value that ensures a legacy to future employees and clients. Everything they do adds value to their brand and their reputation.

C = Corroboration

High growth companies have evidence to corroborate their brand and expertise. They have easily recognised trophy clients. They advertise their successes and promote their expertise through the skilful use of testimonials, reviews, articles and PR.

How do you compare? Turn the page and start the diagnostic process ...

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How to use the workbook

- The workbook is set out in ten sections. Each section covers an individual area of business.
- The ten sections each have five questions. They are designed to elicit more detail as to how your business is actually being managed and led in each area of your business.
- The report that follows will highlight those areas that are performing well and those that are underperforming or need attention.
- Feedback is essential to develop ideas. To that end we have a feedback sheet attached at the end for you to complete.

Scoring – it is essential that you base your answers on what is happening **now**, not what you are planning to do in the future.

Insert a number in the box that describes your current status:

5 = We have achieved everything in this area

2 = We have achieved little in this area

4 = We have achieved most things in this area

1 = We have achieved nothing in this area

3 = We have achieved some of the things in this area

0 = We have not started in this area

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Vision and Direction

High growth companies know where they are going and how they are going to get there.

Do you ...

Score

1. have an energising, motivating vision for the business	
2. use your vision to inspire and motivate yourself and others to succeed	
3. communicate it to all your employees, clients and suppliers	
4. monitor your performance against the vision	
5. review your performance against the vision regularly	

Scoring

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Leadership

Leaders in high growth companies ensure their employees are motivated to achieve the company vision.

Do you ...

Score

1. have goals and objectives that drive your company forward	
2. empower employees to make decisions appropriate to their level of expertise and experience	
3. communicate performance related information to motivate your employees	
4. monitor the performance of the business against the goals and objectives	
5. hold regular meetings to improve performance	

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Culture

High growth companies have a culture that multiplies the values of the individual components of a business.

Do you ...

Score

1. have a culture that reflects the values and vision	
2. know how to manage the culture to maximise the positive effects on your business	
3. communicate your cultural values regularly to staff and customers in ways that reinforces them	
4. carry out regular employee satisfaction surveys	
5. review your companies culture on a regular basis	

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Talent

High growth companies know that talented employees require less training and are more motivated.

Do you ...

Score

1. ensure talent is employed where it will create the most value	
2. maximise effectiveness by assembling teams based on talent	
3. encourage employees to use their individual talents at every opportunity	
4. use psychometric profiling techniques	
5. review employee talent through regular appraisals	

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Control Processes

High growth companies have processes that ensure effective and efficient delivery to maximise satisfaction and profits.

Do you ...

Score

1. have the necessary business and financial processes in place	
2. do you make decisions based on the monthly management accounts and key performance indicators	
3. inform people when things go better or worse than anticipated	
4. benchmark your company's performance against your competitors	
5. review improvement programmes regularly	

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Internal Performance Indicators

“What gets measured gets done” is an age old business maxim.

Do you ...

Score

1. set performance targets for each of the important areas of your business	
2. set SMART objectives that ensure the performance targets are achieved (SMART = S=specific, M=measurable, A=achievable, R=realistic, T=timescale is known)	
3. circulate information or key performance indicators to employees	
4. monitor performance against the plan on a monthly basis	
5. review performance regularly against changes in the prevailing business environment	

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Profitability

High growth companies recognise the value of setting pre tax profit (PTP) goals for the company and clients.

Do you ...

Score

1. set pre tax profit goals for the business	
2. Set target profit margins for each of your clients	
3. inform your employees that profitability is essential to the success of the business	
4. monitor individual client profitability	
5. review actual income and operational costs against profit targets to ensure they are in line with expectations	

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Client management

High growth companies recognise that building strong relationships with quality clients enhances long term profits.

Do you ...

Score

1. have a plan to maximise client retention	
2. have excellent working relationships your clients and know all their key people	
3. regularly update your clients on what you do and the new services that you can offer them	
4. carry out formal or informal client satisfaction surveys to assess what your clients think of you	
5. use the client satisfaction surveys to improve the way you do things for your clients	

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New business generation

High growth companies succeed because they have a sales pipeline that generates sufficient new business leads.

Do you ...

Score

1. have a sales pipeline that generates excellent profitable leads	
2. convert enough leads into profitable clients	
3. personally keep in regular contact with all the people in your network	
4. monitor how effective you are at winning new business	
5. improve your ability to win new business by regularly conducting post pitch reviews	

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Promotional activity

High growth companies have excellent reputations and brands and promote themselves effectively to the right people.

Do you ...

Score

1. know what it is that your clients want from you	
2. promote your business in a way that reflects your values and expertise to your prospective clients	
3. use a variety of channels to promote what makes you different	
4. ensure you are always promoted in a way that builds your brand and reputation	
5. review your promotional plan regularly to keep focused on generating and retaining profitable clients	

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Please complete the following:

Your name		Email address	
Title		Phone number	
Company name		Mobile number	

A few questions to help us understand your company better:

Number of shareholders		What business issue is keeping you awake at night ...
Annual turnover		
Pre tax profits		
Years in business		
Number of employees		
Additional comments		

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