

BUSINESS HEALTHCHECK QUESTIONNAIRE

The Business Healthcheck Questionnaire is a simple tool to assess the health of your business based on 12 key capabilities. It is a self-assessment designed to identify your strengths, weaknesses and priorities.

For each statement below, rate your business between one and five:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5= Strongly Agree

LEAD THE WAY

Capability	Question		Score
Create the vision	1.	We have a clear company vision that everyone is aligned to.	
Map the plan	2.	We have a plan in place to achieve our vision which is well communicated.	
Work the plan	3.	We regularly review ourselves against our plan and make meaningful progress each week.	
LEAD THE WAY TOTAL OUT OF 15			

GET THE WORK

Capability	Question		Score
Position the brand	4.	We are recognised leaders in our field in each of our key markets.	
Generate leads	5.	Our marketing activities generate a consistent flow of high-quality enquiries each month.	
Win the business	6.	We convert a high percentage of leads into sales (without discounting).	
GET THE WORK TOTAL OUT OF 15			



DO THE WORK

Capability	Question		Score
Define the structure	7.	Everyone has a job description and is clear about their roles and responsibilities.	
Streamline systems	8.	Our manual and automated systems allow us to achieve a high quality and quantity of work for each unit of time.	
Run the team	9.	We give our people the time, energy and attention they need to perform at their best.	
DO THE WORK TOTAL OUT OF 15			

MAKE A PROFIT

Capability	Question		Score
Price for profit	10.	We have a good understanding of our margins and we set our price accordingly.	
Manage cashflow	11.	We are on top of our receivables and payables and make a healthy cash surplus every month.	
Invest in growth	12.	We are constantly investing in our people and practice in line with our company vision.	
MAKE A PROFIT TOTAL OUT OF 15			

HEALTHCHECK SCOREBOARD

Capability	Score	Divide by	Percentage
Lead the way		15	
Get the work		15	
Do the work		15	
Make a profit		15	
Total		60	



STRENGTHS, WEAKNESSES & PRIORITIES

Based on your answers from the previous section, use the tables below to identify the biggest strength, weakness and priority in the business. For example, if you consider that your biggest business strength is “Win the business”, then circle that square in the corresponding table below.

Circle Your **Biggest Strength**

Create the vision	Position the brand	Define the structure	Price for profit
Map the plan	Generate leads	Streamline systems	Manage cashflow
Work the plan	Win the business	Run the team	Invest in growth

Circle Your **Biggest Weakness**

Create the vision	Position the brand	Define the structure	Price for profit
Map the plan	Generate leads	Streamline systems	Manage cashflow
Work the plan	Win the business	Run the team	Invest in growth

Circle Your **Biggest Priority**

Create the vision	Position the brand	Define the structure	Price for profit
Map the plan	Generate leads	Streamline systems	Manage cashflow
Work the plan	Win the business	Run the team	Invest in growth

