

Paul Simister's Business Health Check (Covid-19 Version)

This has been designed to help with the initial Business SOS review. Depending on your answers, I could follow up with more detailed questions before we speak.

My intention is to make sure that the time we spend together on the Telephone / Skype / Zoom is as helpful as possible.

If you have downloaded the pdf version, please use the Add Sticky Note for your answers found on the right click of the ouse.

All your answers are confidential. Please send the completed form back to me at paul@planes.co.uk or cpaulsimister@gmail.com

The Easy Questions

Your Name	
Business Name	
Email Address	

What Does Your Business Do?	
Who Does It Sell To?	

How Long Has It Been Trading?	
How Many Employees Do You Have?	
Are You The Sole Business Owner? If Not, Who Else Is Involved?	

Before The Covid Crisis

<p>How Good Was Your Business? (Pick one letter)</p> <ul style="list-style-type: none">a) It was excellentb) It was a nice business but there was room for improvementc) It was doing OKd) It was struggling?	
<p>How much did you like and enjoy your business? (Pick one letter)</p> <ul style="list-style-type: none">a) I loved itb) I enjoyed it most of the timec) It was OK. It gave me an income.d) I didn't enjoy it and found work a struggle.e) I hated it	

Covid-19 Related Questions

How Badly Has The Covid-19 Lockdown Affected You? a) We Were Completely Shut b) Sales Revenue Down By 50% Or More c) Sales Revenue Down But By Less Than 50% d) Sales Revenue Has Increased Slightly e) Business Has Boomed	
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Have You Had To Change Any Of These Areas (Major, Minor, Not Affected)?

a) How You Service Customers?	
b) How You Operate Internally?	
c) How You Market Your Business?	
d) How Your Employees Work?	

Have You Made Any Pivots In Your Business? If So, What?	
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What Do You Feel Are The Prospects For Your Business In The Next Six Months?	
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Do You Think There Will Be Any Long Term Effects Of The Covid-19 Crisis On Your Business? If So, What?	
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Have you used any of the government support schemes to help you survive the Covid lockdown? If so, which?	
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General Assessment Of Your Business Issues

How Do You Rate Your Business In These Areas (5 = Major Problem, 0 = No Issues)

1 - I don't have control of the key numbers. I am uncertain how the business is performing or where the highest priority problems and issues are.	
2 - I don't have a compelling vision of the future of my business over the next 2 to 5 years that provides me with clear focus to set priorities day to day.	
3 - I am unsure how my business is unique in the customers' eyes and how I can develop an ongoing strategy to delight my customers and beat my competitors.	
4 - I find generating leads from new prospective customers is very difficult.	
5 - I struggle to get prospective customers to say "Yes" and convert leads into orders and sales.	
6 - I have too many customers who only buy once and I need to develop more sales to people who have bought before.	
7 - My staff drive me crazy. I find it difficult to recruit and manage my employees.	
8 - Everything depends on me. I don't have the systems and processes to make the business run like a well oiled machine so I'm constantly firefighting.	
9 - Red tape and legal compliance issues drive me crazy	
10 - I have got a constraint that stops my business growing, either inside the business or in the external environment	
11 - I have a long term health problem which means I can't commit the time I used to and I'm struggling to cope.	
12 - There is a serious issue with one of my family or very close friends which has distracted me from my business.	
13 - I've lost my business mojo. I used to feel good and excited but now it feels like "a job". I've lost my purpose.	
14 - I have too many bright ideas and I find it hard to stay focused and complete tasks.	

What is the one thing I could help you change that you feel would make the biggest impact on your business?	
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Is there anything else you think I should know about your business before we talk?	
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