



# SMALL BUSINESS STRATEGIES TO KEEP AND BUILD MOMENTUM SCORECARD

Rate your business on a scale of 1-5 for each question, where 1 is "Strongly Disagree" and 5 is "Strongly Agree".

## 1 Setting Clear Goals

- ▶ We have specific, measurable objectives for our business.
- ▶ Our goals are time-bound and realistic.
- ▶ All team members understand and can articulate our business goals.
- ▶ We regularly review and adjust our goals based on performance and market changes.

## 2 Creating a Strategic Plan

- ▶ We have a written strategic plan that outlines steps to achieve our goals.
- ▶ Our strategy considers market trends and competitive landscape.
- ▶ We have contingency plans for potential challenges or market shifts.
- ▶ We regularly review and update our strategic plan.

## 3 Focusing on Customer Satisfaction

- ▶ We have a system in place to regularly collect customer feedback.
- ▶ We have clear standards for customer service that all employees understand.
- ▶ We track and analyze customer satisfaction metrics.
- ▶ We have a process for addressing and resolving customer complaints quickly.

## 4 Consistently Marketing Your Business

- ▶ We have a documented marketing plan with clear objectives.
- ▶ We maintain a consistent brand voice across all marketing channels.
- ▶ We regularly create and share valuable content with our target audience.
- ▶ We track the effectiveness of our marketing efforts and adjust accordingly.



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## 5 Networking and Building Partnerships

- ▶ We actively participate in industry events and local business communities.
- ▶ We have identified potential partners that complement our business.
- ▶ We have formal partnership agreements that benefit both parties.
- ▶ We regularly evaluate the effectiveness of our partnerships.

## 6 Innovating and Adapting

- ▶ We allocate resources (time/money) for innovation and new ideas.
- ▶ We stay informed about industry trends and emerging technologies.
- ▶ We have a process for gathering and evaluating ideas from employees and customers.
- ▶ We're willing to pivot our products/services based on market demands.

## 7 Managing Finances Wisely

- ▶ We have a detailed budget and regularly track our expenses.
- ▶ We have a system for managing cash flow effectively.
- ▶ We have a financial contingency plan for unexpected events.
- ▶ We make data-driven decisions about investments and expenditures.

## 8 Investing in Your Team

- ▶ We offer competitive compensation and benefits for our industry.
- ▶ We provide regular training and development opportunities for all employees.
- ▶ We have a clear path for career advancement within our organization.
- ▶ We regularly gather and act on employee feedback.

## 9 Tracking and Analyzing Performance

- ▶ We have defined KPIs (Key Performance Indicators) for our business.
- ▶ We use data analytics tools to track our business performance.
- ▶ We regularly review performance data and use it to inform decisions.



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- ▶ All key team members have access to relevant performance data.

## 10 Celebrating Small Wins

- ▶ We have a system for recognizing and rewarding employee achievements.
- ▶ We regularly communicate progress towards goals with the entire team.
- ▶ We celebrate milestones, both big and small, as a company.
- ▶ We share our successes with customers and partners when appropriate.

## Scoring:

- ▶ For each section, add up your scores and divide by 4 to get an average.
- ▶ Overall score: Add up all section averages and divide by 10.

## Interpretation:

- ▶ 4.5 - 5.0: Excellent - You're implementing these strategies very effectively.
- ▶ 3.5 - 4.4: Good - You're on the right track but there's room for improvement.
- ▶ 2.5 - 3.4: Fair - You're implementing some strategies but need significant improvement.
- ▶ 1.5 - 2.4: Poor - You need to focus on improving in most areas.
- ▶ 1.0 - 1.4: Critical - Immediate attention is needed in all areas.

**Remember**, this is a self-assessment tool. Be honest in your evaluations to get the most benefit. Use your scores to identify areas for improvement and create action plans.

