

BIZ WHIZ SUCCESS INDEX—VERSION 3.0

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BIZ WHIZ SUCCESS INDEX VERSION 3.0

There are 100 key factors that contribute to consistent business success and profitability. The Biz Whiz Success Index groups these into 10 distinct areas:

1. Customer Focus
2. Performance-Based Culture
3. Strategic Framework
4. Sales & Marketing Strategy
5. High Productivity
6. Business Results
7. Leadership Strategy
8. Financial Trends
9. Personal Balance
10. Positive Employee Relations

There are 4 steps to completing the Biz Whiz Success Index.

Step 1

Answer each question. If the statement is true, check the YES blank. If not leave it blank until you've done what it takes for it to be a full YES. Be rigorous; be a hard grader.

Step 2

Summarize each section. Add up the number of YES blanks for each of the 10 sections and write those amounts where indicated. Then add up all 10 sections and write the current total in the box on the front of this form.

Step 3

Color in the Progress Chart on the front page. If you have 5 YES's in the Financial Trends section, color in the bottom 5 boxes, and so on. Always start from the bottom up.

The goal is to have the entire chart filled in. This will indicate that you are managing your company well – like a WHIZ!

In the meantime, you have a current picture of how you are doing in each of the 10 areas.

Step 4

Keep playing until all boxes are filled in.

This process may take 30 or 360 days, but you can do it!! Use your coach or advisor to assist you. And check back quarterly for maintenance.

BIZ WHIZ PROGRESS CHART

#	1	2	3	4	5	6	7	8	9	10
10										
9										
8										
7										
6										
5										
4										
3										
2										
1										

FILL IN BOXES AS YOU GETS POINTS FROM THE 100-POINT CHECKLIST WHICH FOLLOWS.

FILL IN COLUMNS FROM THE BOTTOM UP.



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1. CUSTOMER FOCUS

- ___ The business has an objective system to quantitatively measure customer satisfaction.
- ___ Quarterly meetings with key customers are conducted and changes made to service better.
- ___ A process to eliminate doubt is being utilized.
- ___ The company learns from every mistake or client loss.
- ___ Service standards are written and are very high.
- ___ Six Sigma (or similar) program has been designed and is in place.
- ___ Value is continuously being added to products and services, whether the customer asks for it or not.
- ___ Service and requests are fulfilled in record time, far faster than the customer expected.
- ___ The business has a strong reputation for being the best in delivering service.
- ___ The business knows what the customers want and need even before they do.

___ Number of YES blanks checked (10 max)

2. PERFORMANCE-BASED CULTURE

- ___ Performance metrics are written and clear.
- ___ Quarterly employee reviews are conducted.
- ___ The Business Plan is being used, measured against and updated at least quarterly.
- ___ Each staff member knows what their contribution is.
- ___ Each employee is in the job which uses his/her strengths; there is no suffering or mismatches.
- ___ Rewards are granted for high performance, Consequences are imposed for non-performance.
- ___ Every employee is fully competent and skilled. No weak links or drag-me-downs and personal development plans are in place to maintain this.
- ___ No one is coasting or being carried by the company.
- ___ Everything has a promised completion date managed by the employee, the manager and a Performance Management System.
- ___ Staff wants to come to work and are well-taken care of at work.

___ Number of YES blanks checked (10 max)



3. STRATEGIC FRAMEWORK

- ___ The business has a business plan that sets forth the strategic and operational objectives and programs for the year.
- ___ Quarterly planning sessions are conducted with managers and staff.
- ___ The market for the company's product or service is good or excellent.
- ___ The Business Plan includes Key Result Areas for Customers, the Corporation and the Employees.
- ___ Well-sourced sales projections are used to establish inventory, personnel and cash requirements.
- ___ The business is going in a single strategic direction and every major decision supports that direction.
- ___ The company has more than sufficient resources to meet its short range objectives.
- ___ Adequate cash is always available for emergencies.
- ___ The business plan incorporates a Positive Employee Relations Plan.
- ___ The company has assessed all risks associated with suppliers.

___ Number of YES blanks checked (10 max)

4. SALES & MARKETING STRATEGY

- ___ Sales are being done only by those who can really sell. No extra bodies in the sales department.
- ___ Sales people are managed daily or weekly on results and the source of less-than-quota results is known.
- ___ Every sales person has a daily or weekly quota and they meet or exceed this quota, regardless.
- ___ Compensation for sales staff is adequate or beyond.
- ___ Sales staff is a team working on a daily goal together. Awards are given.
- ___ Unit sales volume is increasing.
- ___ Sales staff prepares sales projections and its performance against the forecast is monitored frequently.
- ___ Sales staff is motivated, producing and excited about their success.
- ___ Sales department maintains an attractive visual display of group and individual sales.
- ___ Sales department staff is supported well by every other department and is cheered on.

___ Number of YES blanks checked (10 max)

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5. HIGH PRODUCTIVITY

- The Company uses a productivity strategy such as Lean Thinking, Six Sigma, or others.
- Operations are fully computerized.
- Very, very few problems occur in any department. If they do, they are handled immediately and the source is eliminated. The business is a "problem-free zone."
- Individual responsibilities for day-to-day operating decisions is clear.
- Staff does very complete work; nothing thrown together or substandard.
- Staff works hard and smart; no duplication.
- Decisions are pushed down as far as possible.
- Every meeting accomplishes something specific.
- Staff communicates everything that is getting in the way of their being productive and knows how to make request vs. complaints.
- Staff has the equipment and training they need to continue improve their productivity.

Number of YES blanks checked (10 max)

6. BUSINESS RESULTS

- The company's profits are very, very high at a very conservative level of sales or a whole lot is being sold.
- Profitability is not an issue or a problem in the firm.
- Staff and plants are being utilized at 80% plus.
- Breakeven levels are low.
- Services/products are packaged so that they produce a stream of income, not just a one-time sale.
- The company is profit-driven vs. merely revenue-driven.
- Budget variances are recorded, analyzed and managed.
- Individual responsibilities for achieving financial goals are clearly defined.
- The company is one of the leaders in the market.
- The company's pricing policy is not tied to the market leaders.

Number of YES blanks checked (10 max)

7. LEADERSHIP STRATEGY

- Company has a strong vision and others have bought in.
- Company has a simple mission statement.
- The company's culture is collaborative versus adversarial.
- The company has a few very large goals and everyone is excited about reaching these goals.
- The CEO frequently interacts with employees at all levels.
- CEO initiates huge requests.
- CEO is developing leaders, not just managers.
- Staff is proud of the high quality work they do.
- The Company is customer-sensitive and customer-driven.
- Staff is proud of their role in the success of the firm.

Number of YES blanks checked (10 max)

8. FINANCIAL TRENDS

- All income, sales and property taxes are filed, paid and current.
- Ratio of the company's total debt to equity is decreasing.
- All bills are routinely paid on time.
- G&A expenses are decreasing as a percentage of net sales.
- Profit margins have increased for core products or services over the last 3 years.
- Risk of individual customer dependency has been fully assessed.
- Accounts payable ledger is current and includes all bills and purchase orders.
- Employee turnover is low.
- Inventory procedures are in effect that insure an accurate account of usable inventory.
- Financial statements are done by the 5-15th of the month.

Number of YES blanks checked (10 max)



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9. PERSONAL BALANCE

- ___ Client has more time than he/she needs because everything is so well done or delegated.
- ___ Client has a right-hand person/executive assistant who handles every detail so the CEO has space.
- ___ Client has a strong, happy and healthy personal life with lots of physical activity and pleasure so work is work and not his/her life.
- ___ Client is adrenaline-free.
- ___ Client is putting aside plenty of funds with which to become financially independent.
- ___ The company is always in good enough shape to sell.
- ___ Client has a strong personal foundation.
- ___ Client enjoys creating breakthrough results for the firm.
- ___ Client does his/her 10 daily well-being habits consistently.
- ___ Client is proud of his/herself as a human and as CEO.

___ Number of YES blanks checked (10 max)

10. POSITIVE EMPLOYEE RELATIONS

- ___ The company has a system of values with which they treat their employees.
- ___ The leaders model the values.
- ___ There is frequent communication between the CEO and all the employees.
- ___ The environment is one of listening and being heard.
- ___ There is a timely response to employee questions or concerns.
- ___ Employees are empowered with appropriate training and authority.
- ___ There is a diverse culture with inclusion and involvement.
- ___ Conflict is resolved positively, without confrontation.
- ___ Employees are valued.
- ___ There is a feeling that the company is an Employer of Choice.

___ Number of YES blanks checked (10 max)

WHAT ELSE?

WRITE DOWN THE 10 ADDITIONAL THINGS YOUR FIRM NEEDS TO BE SUCCESSFUL.

CHECK OFF WHEN COMPLETED.

___	_____
___	_____
___	_____
___	_____
___	_____
___	_____
___	_____
___	_____
___	_____
___	_____

___ Number of YES blanks checked (10 max)

