

# DNA of Successful Businesses

How does your business rate?



YES/NO

IF YES, EXPLAIN

IF NO, ACTION REQUIRED

## 1. A Competitive Advantage

I can easily identify the value my business brings to its customers

## 2. A Strategy that works

I have a clear articulated strategy and everyone in my business understands their role in delivering the strategy

## 3. Expertise in Execution

We do what we say, and hold each other accountable – we are ready to have constructive conflict with each other

## 4. A Brand your Customers love

My brand identifies the key values of my business. Do people keep coming back? Why?

## 5. Attitude and Culture that adapts

Are my people with me ? Will they work with the team for the benefit of the business?

## 6. Systems that Measure what it is

I have systems that provide me information on how well the business is executing its strategy, accurately and timely..... we measure the right things right

## 7. Enough Capital

The business has sufficient capital to execute the strategy and achieve its objective