



## Business Health Check Overview

### Background

With a challenging year ahead, most companies are looking to bring their costs under control, rationalise their resources and make sure they trade as well as possible over the coming months. Many, however, don't have the information required to allow them to plan properly for a tighter economic environment and others will find it difficult to gain greater efficiency from their existing infrastructure.

### The Business Health Check

The Business Health Check is just that. Our Trusted Advisor, Simon Bailey, with decades of experience in organisational change and optimisation - and all the benefits that being a 'half step back' from what your business delivers, will evaluate your business and provide you with a summary and recommendations aimed at ensuring you get to have the best possible year head. He will be looking for:

- *Management reporting and its ability to support strategic decision making*
- *Levels of awareness of "successor and predecessor relationships" within the business - as an indication of levels of communication and ultimately efficiency*
- *Sales processes and assets - with a view to ensuring properly segmented messages and sales strategies to optimise sales outcomes*
- *Operational efficiency*
- *Financial management including debtor and creditor control, costing, pricing and operating margins*
- *Where appropriate, Board interaction with executive management and the functioning of both of these teams*

The aim of this process is to spend approximately a week undergoing discovery with respect to your business and obtaining as three-dimensional a picture as possible of the way it is operating. He then provides you with both an independent assessment of how your business is travelling and a series of recommendations designed to optimise the outcomes achieved.

He can narrow or broaden the enquiry if you believe that there are specific areas of concern and in every circumstance will adjust the emphasis in his enquiries based on what he sees as he talks with your people. Ultimately, this is about providing you with a game plan that will underpin greater success in the year ahead, and doing so in a fashion that provides a very good return on investment in a year when all investments need to deliver dividends!

### What's the Next Step?

If you think your business may benefit from this type of constructive evaluation and review, call Gavin Norris on 03 9421 2163 or email to [gwnorris@the3efactor.com](mailto:gwnorris@the3efactor.com) and he'll arrange to have a chat with you to explore your requirements and context further. Should he agree that there may be value in proceeding with a Business Health Check, a formal proposal will be provided for you to consider.

It's that simple. No risk and no fee to pay unless you decide to proceed, having met Simon and had time to consider the proposal that he will provide. From where we sit, that means there's no downside - and only upside for you - which is the way it ought to be!