

Management & Governance Checklist

A Business owner has to understand the value in their proposition to customers, including the tangible and intangible benefits their products or services provide.

Businesses must establish and manage the process for setting vision, mission, strategy and direction in order to achieve superior performance. These then need to be translated into plans, projects and actions throughout the organization.

This **checklist** looks at the importance of clarity of vision and values in a company's offering.

| Does your business | Yes | No |
|---|------------|-----------|
| Have a written vision statement of what your business wants to accomplish? | | |
| Have a written mission statement of what your business wants to accomplish? | | |
| Have a written document of what the key values of your business are? | | |
| What are your long term objectives: <ul style="list-style-type: none"> ➤ Regular income ➤ Need for achievement ➤ Contribution to society ➤ Provide employment to others ➤ Create something needed ➤ Build a legacy ➤ Achieve enhanced status | | |
| Does everybody who is part of your business understand & share your vision, mission & values? | | |
| Use its values to challenge regularly the culture and behavior of the organization and to inspire everyone to improve continuously? | | |
| Focus on end-to-end, value-added processes to maximize business returns, rather than on individual tasks? | | |
| Collaborate with customers to design new processes/products? | | |
| Continuously review its processes to simplify them and remove cumbersome procedures? | | |
| Value employee input and reward people for process innovation? | | |
| Integrate its processes with its vendors & business partners? | | |
| Evaluate its competitors to understand what they do better, why and how | | |

| | | |
|--|--|--|
| What they do can be incorporated into your business? | | |
| Use benchmarking as a tool for evaluating what competitors do, what customers value and how different techniques meet those needs? | | |
| Do you really want the business to succeed? Why? | | |