

Eight Key Areas

The questions below cover eight key areas that entrepreneurs say are important to success. Do not feel obliged to slavishly answer every part of BITE, if an area or question isn't working for you then move on. For example, the questions in areas 4 and 5, *motivating others* and *delegating to others*, are most appropriate to those entrepreneurs who employ staff.

1. Decisions, strategies and setting goals

- Can you smile happily, knowing that the business is achieving the things you set out to achieve with it, or might your smile be hiding some frustration? Why do you feel this way?
- What important decisions did you take in the last year which had a really positive effect on your business? What decisions were less successful? How do you feel about making these tricky, 'need to get it right' decisions?
- Do you have a clear vision and strategy for your business? Who knows about what you want to achieve? Would it help to involve more people in taking important decisions? Why?
- If you wanted to sell your business tomorrow, how ready would you be and could you put a value on it?

How could you improve your decision making and goal setting capabilities?

2. Creating personal drive

- Is your get up and go still there or has it nearly got up and gone – just how motivated have you felt in the last year? Why do you feel this way?
- What things in the business perk you up and make you really want to make things happen? What things just sap your drive, confidence and willingness to keep pushing the business forward?

How could you increase your get up and go still further?

3. Communicating with others

- Have you got the 'gift of the gab' or do you find it difficult to communicate with others?
- How well do you communicate with staff, customers and others? Do they buy into your vision and are they inspired to think the world of you and your business?

How can you improve your communication with others?

4. Motivating others

(Feel free to skip this area if you have no staff)

- Do your staff enjoy their day at work or are they watching the clock? Why is this? What is your staff turnover? Is this too high?
- Are you and your staff team players or can you occasionally spot a knife in the back or a solo performance that leaves the rest of the team in disarray?
- Are you putting enough into developing your staff? What opportunities are provided for them?

How could you improve your ability to pep up your team?

5. Delegating to others

(Feel free to skip this area if you have no staff)

- How well do you manage your time?
- If you either had to (for example – illness) or chose to (for example – a holiday of a lifetime) take three months away from the business, what would your business look like when you came back? How happy would you be with this?
- What examples can you give, over the last year, when you've delegated to others? How did it go?

How could you improve your delegation?

6. Winning business

- What made the difference between the best deals you struck this year and the ones you'd rather forget?
- Are you doing as much as you can to win and keep customers? Why is this?

How could you improve your ability to win and keep business?

7. Keeping control of quality and administration

- If 'wow' is for super-efficient, all singing, all dancing and 'yuk' is for 'seat of the pants' not very efficient ways of keeping everything going – do your systems feel closer to 'wow' than 'yuk'? Why is this?
- Do you feel happy that your systems protect you from disaster or someone robbing you of your data or dosh?
- Is the Internet and e-business doing the business for you? If not, why not?

How could you improve the performance of your quality and administrative systems?

8. Dealing with money

- How comfortable do you feel dealing with your accounting and finance?
- How do you feel outsiders like banks judge your finances?

How could you improve your control of money and finance?

QUICK SUMMARY

We've now looked at eight areas that are important to success. In answering the questions on these areas – which are the most important things you've raised that you feel you must do something about? (Somewhere between four to ten points are certainly enough). KEEP THESE IN MIND AND TURN OVER THE PAGE – and we'll try and prioritise these things and look at ways you can deal with them.

Please turn over >