



MY COMPANY'S VALUE DRIVERS

	Yes	In Part	No
1. Next-Level Management			
Have you engaged management consultants to train and coach existing management to the level needed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you added next-level managers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you replaced or transferred under-performing management?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you provided the leadership and incentives necessary to motivate top management to achieve the goals you've described in your growth plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Operating System Demonstrated To Increase Sustainability Of Cash Flows			
Are all the operations of your business documented and repeatable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can your company operate indefinitely without you because of the systems you have put in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Diversified Customer Base			
Have you examined your customer list to determine if any one customer accounts for more than 10 percent of your company's sales?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you considered new and/or profitable markets for your products and services, not just extensions of existing ones?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Proven Growth Strategy			
Have you created a written growth plan that describes how your company will achieve growth in the context of industry dynamics and demand for the company's products?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the growth plan include: a projection of cash flow, development of new product lines or augmenting existing ones, market plans, growth through acquisition of other companies, expansion into new territories or increasing manufacturing capacity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the plan forecast growth for as long as it will take to reach your financial objective?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you have not yet created a plan, have you evaluated the resources within your company to create one that, at a minimum, bridges your value/cash flow gap?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



	Yes	In Part	No
5. Recurring Revenue That Is Sustainable And Resistant To "Commoditization"			
Do you already have (or in what areas could you develop) recurring revenue such as license fees, subscriptions and warranties?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Which of your products is (or could be) resistant to commoditization? _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Good And Improving Cash Flow			
As you identify the areas (in your growth plan) of your company that you plan to grow, have you accounted for the investment you'll have to make in infrastructure to support that growth?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have the managers and personnel in place to support that growth? If not, who in (or outside of) your organization has the expertise to do so? _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What operational efficiencies can you enhance to increase cash flow? _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What needs to be done and by whom? _____ _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you created incentive plans tied to increases in cash flow for your key employees?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Demonstrated Scalability			
Have you demonstrated business scalability through systemizing your sale process?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you demonstrated business scalability through systemizing your order/fulfillment process?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you demonstrated business scalability through systemizing your company's management functions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the cost of additional sales per unit significantly reduced (20-80%) when sales volume is increased?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Competitive Advantage			
Can you explain and document your company's competitive advantage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you competing on price alone?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Financial Foresight And Controls			
Could a prospective buyer track the source of your company's revenues and determine what assets your company has?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do your financial reports support the cash flow projections included in your growth plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>