

EVALUATING MANAGEMENT PERFORMANCE WORKSHEET

By:	
Date:	

	YES	NO
1. We operate with a complete and up-to-date business plan that includes:		
A) One- and three-year projections		
B) A capital budget		
2. We operate with an annual marketing plan that includes:		
A) Precise sales and profit goals and timetables		
B) Strategies and tactics for the next three years		
C) Budgets, Forecasts, and Benchmarks		
D) A tentative sales plan		
E) The demographics of our target markets		
F) A thoughtful definition of the markets we serve		
G) A definition of the needs/wants our products and services fill		
H) An analysis of the growth potential of our markets		
I) A competitive analysis		
J) A definition of our "Unique Selling Proposition"		
K) Projections for other products or services that could be developed		
L) Timetables for research and development		
3. We use monthly budgets and statements that include:		
Thorough and up-to-date records		
Cash flow budget		
Profit and Loss (Income) Statement		
Balance sheet		
Deviation analysis		
Ratio analysis		
Standard cost comparisons		
Cash reconciliation		
4. We have developed an information base that allows us to:		
Keep track of new developments in the industry		
Obtain and study key trade information		
Understand what "state of the art" means in this business		
Provide customers with the best available information pertaining to our products and services		
Keep all our employees adequately informed		
5. The business is properly capitalized since:		
Capitalization is based on worst-case planning		
We have emergency funds (or access to them)		
We have discussed this with our commercial banker		