




Business Health Checklist

Whether you're launching a new venture or aiming to accelerate growth in an established company, a comprehensive Business Health Check will pinpoint strengths, uncover gaps and guide your next moves.

Use this expert-level checklist to audit every key area of your business—mark each item as

-  **Complete**,  **In Progress** or
 -  **Needs Attention**, then work with your coach or leadership team to prioritize action.
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1. Strategic Clarity

- **Vision & Mission**
 - ☐ Defined, documented and communicated to all stakeholders
 - ☐ Revisits at least annually to ensure relevance
 - **Goals & Key Performance Indicators**
 - ☐ 1-, 3- and 5-year goals set, with SMART KPIs for revenue, profit, customers
 - ☐ Dashboard in place for real-time tracking
 - **SWOT Analysis**
 - ☐ Recent, data-driven audit of Strengths, Weaknesses, Opportunities & Threats
 - ☐ Action plans for each quadrant
 - **Competitive Positioning**
 - ☐ Clear Unique Value Proposition (UVP) documented
 - ☐ Regular competitor intelligence and pricing reviews
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2. Financial Performance

- **Revenue & Profitability**
 - ☐ Trends analyzed monthly (YoY growth, seasonality)
 - ☐ Gross margin tracked by product/service line
 - **Cash Flow & Working Capital**
 - ☐ Weekly cash-flow forecasts vs. actuals
 - ☐ Days Sales Outstanding (DSO) under target (e.g., ≤ 30 days)
 - ☐ Inventory turnover \geq industry benchmark
 - **Cost Management**
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- ☐ Direct costs benchmarked—energy, supplies, COGS—renegotiated annually
 - ☐ Overhead reviewed quarterly for reduction opportunities
 - **Pricing Strategy**
 - ☐ Value-based pricing vs. cost-plus
 - ☐ Price elasticity tests and “tiered” packages (e.g., basic, premium)
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3. Marketing & Sales Effectiveness

- **Customer Profile & Segmentation**
 - ☐ Ideal Customer Avatar(s) defined with demographics and psychographics
 - ☐ Tailored messaging for each segment
 - **Lead Generation & Conversion**
 - ☐ Multi-channel pipeline (SEO, PPC, referrals, partnerships) in place
 - ☐ Conversion rates at each funnel stage tracked and optimized
 - **Referral & Partnership Systems**
 - ☐ Formal referral program with incentives
 - ☐ Strategic alliances or joint offers with complementary businesses
 - **Digital Presence & Social Proof**
 - ☐ Website analytics reviewed monthly (traffic sources, bounce rates)
 - ☐ Active social-media engagement and community building
 - ☐ Customer testimonials, case studies and Google Reviews updated
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4. Operational Excellence

- **Process Documentation & SOPs**
 - ☐ All core workflows mapped and documented (e.g., client onboarding, service delivery)
 - ☐ Version-controlled and reviewed annually
 - **Quality & Compliance**
 - ☐ Service-level checklists (e.g., house-cleaning checklists) used on every job
 - ☐ Compliance with relevant regulations and insurance requirements
 - **Technology & Automation**
 - ☐ CRM, scheduling and invoicing systems integrated
 - ☐ Repetitive tasks automated (reminders, billing, reporting)
 - **Supplier & Vendor Management**
 - ☐ Key suppliers renegotiated for credit terms and volume discounts
 - ☐ Backup suppliers identified to avoid disruption
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5. Customer Experience & Retention

- **Onboarding & Communication**
 - ☐ Welcome emails/templates and “What to Expect” guides in place
 - ☐ Automated appointment reminders and follow-ups
 - **Feedback & Improvement**
 - ☐ Post-service surveys (e.g., Net Promoter Score) collected and analyzed
 - ☐ Rapid “make-good” processes for any dissatisfaction
 - **Loyalty & Upsell**
 - ☐ Recurring-service packages and maintenance plans
 - ☐ Cross-sell add-ons (e.g., fridge wipe-down, oven clean) offered at checkout
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6. Team & Leadership

- **Organizational Structure**
 - ☐ Clear roles, responsibilities and reporting lines
 - ☐ Succession planning for key positions
 - **Performance Management**
 - ☐ Regular 1:1s, goal-setting and reviews
 - ☐ Incentive programs aligned to business KPIs
 - **Training & Culture**
 - ☐ Ongoing skills development (technical, customer service, safety)
 - ☐ Core values reinforced through recognition and team events
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7. Risk, Compliance & Governance

- **Legal & Regulatory**
 - ☐ Licenses, permits and insurances current
 - ☐ Contracts reviewed annually by counsel
 - **Financial Controls**
 - ☐ Segregation of duties in accounting
 - ☐ Regular external/internal audits
 - **Data & Cybersecurity**
 - ☐ Backups, password policies and malware protection in place
 - ☐ Staff trained on phishing and data-privacy protocols
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8. Growth & Innovation

- **New Products/Services**
 - ☐ Pipeline of at least 3 ideas with business cases
 - ☐ Pilot tests and feedback loops before full launch
 - **Market Expansion**
 - ☐ Customer-base analysis for adjacent markets (e.g., commercial cleaning)
 - ☐ Export or franchise potential assessed
 - **Partnerships & Alliances**
 - ☐ Joint-ventures or affiliate programs explored
 - ☐ Technology or distribution partnerships under discussion
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9. Market & Competitive Intelligence

- **Market Sizing & Trends**
 - ☐ Annual market research and price-point analysis
 - ☐ Attendance at trade shows or industry events
 - **Benchmarking**
 - ☐ Key metrics compared to top 3 competitors
 - ☐ Best practices adopted where relevant
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10. Action Planning & Follow-Up

- **Prioritization**
 - ☐ Top 3–5 issues flagged as “Critical” for immediate action
 - ☐ Mid-term and long-term initiatives scheduled
 - **Accountability**
 - ☐ Owners and deadlines assigned for each action item
 - ☐ Regular health-check cadence (quarterly) established
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Note: This is an **example** expert-level checklist. **Customize** any section, add your own metrics and tools (e.g., “House Cleaning Startup Checklist,” “Referral Tracker,” “Cash-Flow Forecast Template”) to align with your business model and growth goals.

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