



Let's Get Started

You are about to participate in an exciting and productive process. Regardless of the level of development of your business, whether you are a home start-up or have been managing your own business for years, I ask that you fill out this form to the best of your ability.

This form is confidential. It will simply be used as a sounding board for yourself and myself. This is a starting point, if you will, to begin your Business Needs Analysis.

Our final objective will be to make your business more pleasurable for you to work in and on and more importantly, more successful.

Checklists

These checklists are divided into two major categories;

1. Key Frustrations
2. System Solutions

Key Frustrations

This will help us identify the specific problems you experience on a day-to-day basis in the four key areas of your business:

- a. Marketing
- b. Management
- c. Operations
- d. Finance

System Solutions

This will help us identify the specific solutions in the form of systems you have already developed or need to develop to eliminate these problems and the frustrations caused by them.

My experience over 25 years in business says that problems in the business are caused by the absence of two essential things;

- Information – What needs to be done and how to do it

- Systems – The processes and procedures through which that information is implemented in the business to produce practical and quantifiable results.

What I have experienced is that most business owners are paying dearly for the absence of both information and systems in the only way they can...by working harder not smarter and being paid a pittance for their time and energy.

Goals and Objectives

What would you like your company to become, or develop into

- In the next 3-5 years?
- In the next 10 years?
- What is your dream or vision in business?
- How would you like it to look if you could have it precisely on your terms?
- If the business were operating just as you would describe it, what would you get out of it and what would your role be? In other words, what are your personal objectives?
- What do you feel are the major obstacles standing in your way?
- Outline how you feel I might help you? What do you see as my role in helping you? How do you like to receive assistance? How often would you imagine seeing me?

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Title:

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