

THE productivity
EXPERTS

KNOW YOUR BUSINESS CHALLENGES

THE PRODUCTIVITY EXPERTS
314-267-3969

6 MAIN AREAS OF BUSINESS CHALLENGES

Most business challenges can fall into one of these categories. Use this check list to help you define what business challenges you currently face, This check list can be used when hiring a coach/consultant or just a quarterly review to keep you business growing.



MONEY

The area of money can include, financial, cash flow, profitability, debt reduction, funding, savings, Payroll, AR, AP, and so much more



MANAGEMENT

This area encompasses so many aspects of running a business, from time management, leadership, decision making, insight and forecasting - just to name a few.



MARKETING

You can't grow your business without marketing it. From branding, new clients, sales channels etc.



MANPOWER

To have a successful business you must have manpower, which includes staff, vendors, consultants etc.



MATERIALS/MACHINERY

We must have the right tools, equipment, metrics, and technology to be effective and efficient.



MINDSET

Mindset can spring you forward and stop you in your tracks without even realizing it.

MONEY

Place an **X** each box you know you help in. Place a **?** in areas your unsure of. Place a **✓** areas you feel are currently running well.

- CASH FLOW
- PROFITABILITY
- FUNDING
- OWNERS PAY
- DEBT
- REVENUE GROWTH STRATEGY
- BUSINESS MODEL
- ACCOUNTING SYSTEM
- REPORTING - USING AS A TOOL - EVALUATING
- GROSS PROFIT - COGS %
- BONUS - PROFIT SHARING STRUCTURE
- PRICING - PRICING NEGOTIATIONS/OBJECTIONS PROCESS
- OTHER:_____
- OTHER:_____
- OTHER:_____

MANAGEMENT

Place an **X** in each box you know you help in. Place a **?** in areas you're unsure of. Place a **✓** in areas you feel are currently running well.

- TIME, EMAIL, TASK MANAGEMENT - INFORMATION OVERLOAD
- WORKING IN THE BUSINESS INSTEAD OF ON THE BUSINESS
- COMMUNICATION
- LEADERSHIP
- VISION - DIRECTION
- STAYING ENERGIZED / MOTIVATED
- STRATEGY TO GROW / IMPROVE BUSINESS
- SUPPORT - PARTNERS/OTHERS
- CULTURE
- DELEGATION
- DESIGNING SYSTEMS & PROCESSES
- SCALING
- WORK LIFE BALANCE
- DEPENDENCY ON OWNERS / EXIT STRATEGY
- OTHER: _____

MARKETING

Place an **X** each box you know you help in. Place a **?** in areas your unsure of. Place a **✓** areas you feel are currently running well.

- MARKETING STRATEGY
- BRANDING
- WEBSITE
- MARKETING RESOURCES
- LEAD GENERATION
- SOCIAL MEDIA
- MEASURING MARKETING INITIATIVES
- MAXIMIZING WORD OF MOUTH
- CLOSING NEW BUSINESS
- SALES FUNNEL / SALES CHANNELS
- COMPETITION
- PR
- NETWORKING - AFFILATES - BRAND CHAMPIONS
- OTHER:_____
- OTHER:_____

MATERIALS / MACHINERY / METRICS

Place an **X** each box you know you help in. Place a **?** in areas your unsure of. Place a **✓** areas you feel are currently running well.

- NEW EQUIPMENT
- EQUIPMENT MAINTANCE
- TECHNOLOGY
- OFFICE TOOLS / SUPPLIES
- INVENTORY
- OFFICE FURNITURE
- AUTOMATION
- MEASURING OUPUT
- SYSTEMS & PROCESSES
- TOOLS
- DELIVERY OF PRODUCT / SERVICES
- TRAINING/KNOWLEDGE/SKILLS TO OPERATE EQUIPMENT
- TECHNOLOGY FOR INNOVATION
- OTHER:_____
- OTHER:_____

MANPOWER - STAFF - OUTSOURCING

Place an **X** each box you know you help in. Place an **?** in areas your unsure of. Place a **✓** areas you feel are currently running well.

- CURRENT STAFF
- ADDITIONAL STAFF - HIRING PROCESS
- ORGANIZATION STRUCTURE - NEW/DIFFERENT DEPTS.
- RETAINING STAFF
- CONSISTANT CULTURE - NURTURING
- DIVERSITY
- MOTIVATING EMPLOYEES
- KEY MAN/WOMEN(S) IN PLACE
- OPTIMIZING TEAM'S EFFICIENCY / PRODUCTIVITY
- CUSTOMER SERVICE
- REVIEWS / BONUS PLAN / INSENTIVES
- DETAILED JOB DESCRIPTIONS
- COMPANY HANDBOOK
- WRITEN PROCESSES FOR EVERY TASK
- OTHER:_____

MINDSET - BELIEFS

Place an **X** each box you know you help in. Place a **?** in areas your unsure of. Place a **✓** areas you feel are currently running well.

- MONEY MINDSET-BELIEFS
- SKILLS - TALENTS - ABILITIES
- CHALLENGES
- EMPLOYEES - STAFF
- SALES / REVENUE
- CULTURE
- BUSINESS
- IMPOSTER SYNDROME
- FAILURE
- SUCCESS
- ASKING OR SEEKING HELP
- DESIRES - DESERVE - GUILT
- STRENGTHS - WEAKNESSES
- OUTSOURCING
- OTHER:_____

QUESTIONS & THINGS TO DO WHEN HIRING A BUSINESS COACH / CONSULTANT

- EXPERIENCE - HAVE THEY BUILT/RUN MORE THAN ONE BUSINESS?
- DOES YOUR BUSINESS SIZE - MIRROR THEIR OTHER CLIENTS
INDUSTRY DOES NOT MATTER AS MUCH AS TYPE & SIZE
- WHAT ARE THEIR VALUES? DO THEY ALIGN WITH YOURS?
- DO YOUR RESEARCH - WEBSITE, SOCIAL MEDIA
- WHAT IS THEIR AREA OF EXPERTISE?(NO ONE IS GREAT IN ALL AREAS) DOES IT FIT YOUR CURRENT NEED?
- WHAT IS THEIR PROCESS - MEETING LENGTH? HOW OFTEN
ONSITE, ONLINE, WEEKLY, MONTHLY, WORKBOOK,
SPECIFIC PROCESS?
- DO THEY REQUIRE YOU TO COMMIT TO SPECIFIC LENGTH OF TIME?
- HOW DO THEY CHARGE? HOURLY, WEEKLY, MONTHLY, RETAINER
- TESTIMONIALS- REFERENCES
- HOW DO THEY CHARGE? - HOURLY, WEEKLY, RETAINER, PROJECT? EXTRA TIME?
- DON'T LET THEM PRESURE YOU (IF YOU PURCHASE NOW..... OFFER ENDS TONIGHT AT MIDNIGHT)
- OTHER:_____

Dear business owner,

Owning and running a business can be overwhelming. I know. I've been there! It's what led me to my life's work of helping other business owners and entrepreneurs reduce stress, while increasing productivity, profits, and success.

As a business owner, you wear all the hats. You do your best to keep everything running smoothly. You're willing to put in the time and effort to build your dream, but juggling it all without anything falling through the cracks can be a huge challenge. There are only so many hours in a day and there's always so much to know, learn, and do.

Making it all come together, while still having some balance in your life, is the hope and dream of every business owner. Most believe working harder or longer is the answer. Unfortunately, working harder or putting in longer hours doesn't guarantee business success.

The issue really isn't how much you're working, but how efficiently you're working. The key is learning to work smarter, not harder. Working smarter involves intentional, purposeful action, which comes from insight into what's not working. Once you determine what's not working, you can take action to overcome the challenges that are keeping you stuck. With those positive actions to overcome your challenges, you'll quickly be on your way to...

Receiving the regular owner's pay you deserve
Achieving sustainable growth AND profits
Working within your Natural Productivity Style™ and strengths
Finding the work-life balance that works for you
Reducing the stress of running a business
And loving what you do again!

Here's to your success

Cathy Sexton - Productivity & Profit specialist
314-267-3969

[Schedule a free strategy session](#) or <http://timewithCathy.com>

FIND OUT MORE

WEBSITE:

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CONTACT CATHY
[SCHEDULE STRATEGY SESSION](#)

CATHY@THEPRODUCTIVITYEXPERTS.COM

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