

Value Drivers Scorecard							Your Name						Date Now	Goal Date	
Mindsets	1	2	3	4	5	6	7	8	9	10	11	12	Score Now	Goal Score	
1	Next-Level Management	You don't have a next-level management team.	You may need assistance to determine if your existing management team is capable of growing your company to the next level.			You & your management team are on the way to become a best in class company.			Your "A-Team" creates, manages & grows the essential business characteristics to increase enterprise value & decrease your daily responsibilities.						
2	Operating Systems to increase cash flow	You do not have systems & processes consistently used in your business.	Your documented systems & processes need to be dusted off, updated & consistently implemented to increase cash flow.			Your management team's focus on written operating systems increases your cash flow.			Your operating systems increase efficiency, ensures consistent execution, improves results & grows your competitive advantage.						
3	Diversified Customer Base	Your top three customers represent way-to-large a percentage of your revenue.	You need to diversify your customer base to ensure no single customer accounts for more than 10% of total sales.			Your diversified customer base insulates you from the loss of a major customer.			You sell new product lines to new & larger markets to customers who are loyal to your company, not just you.						
4	Proven Growth Strategy	Your plan describing future growth & how you will achieve it is in your head. In other words, you do not have a plan.	You want to have a written growth plan and don't know were to start.			Your written growth strategy is the blueprint for future growth: who does what, by when.			You have shaped a powerful one-two punch combining you're A-Team with your growth plan to assign responsibility, deadlines & drive results.						
5	Revenue Resistant to "Commoditization"	Your company's products & services are viewed as commodities by your customers.	You want to identify a way for your company to create one or more recurring revenue streams.			You have successfully created a product/service that can't be quickly imitated or commoditized by competitors.			You innovate, segment your customer types & value-added services to help your customers quantify the value of your company's solutions.						
6	Demonstrated Scalability	You are unable to improve profit margins via increased revenues.	You need to figure out which of these value drivers need to be replicated to improve your profit margins.			By systematizing your quality management, operation & product/service creation process, you have created scalability with minimal investment.			You have leveraged the existing customer value proposition & implemented repeatable & standardized processes to grow & protect your company's value.						
7	Competitive Advantage	You have not found your company's competitive advantage.	You know your competitive advantage is why your customers buy from you. You need to leverage & then protect it.			Your competitive advantage yields higher than normal profit margins and growth rates compared to your competitors.			You "widen the moats" around your operating business to give you durable, sustainable, competitive advantages.						
8	Financial Foresight and Controls	You lack reliable financial reporting to track the sources of your revenue.	You are not sure if additional financial resources may be needed to fuel the growth you want.			Your CFO &/or CPA keep you & your management team focused on your company's financial performance.			You have a firm grip on the financial condition of your company & a forecast of the financial demands your growth plan will create.						
Your Total Score															

Value Drivers are those business characteristics designed to create transferable value...in other words, what your business is worth to someone else, without you.

The common Value Drivers on this scorecard are in no particular order, except for the importance of the management team: Unless your exit path is liquidation, capable management is indispensable.

This scorecard will help you determine which of the Value Drivers must be strengthened by your management team (not you) to increase your transferable value.

Instructions

For each mindset in the left column, read through the four statements and give yourself a score of 1 to 12 based on where your own mindset falls on the spectrum. Put each mindset's score in the "Score Now" column at the right and then add them up.

Next, think ahead twelve months and identify the score you would like to reach by your goal date. Write these in the "Goal Score" column and add them up .

When you compare the two scores you can see where opportunity already exists and identify areas for improvement. Everyone will find themselves somewhere on this scorecard.

Awareness builds momentum and momentum builds confidence to transition visions of future possibilities into reality.

Owners and Advisors...use this scorecard as a tool to shape the conversations , improve the score and keep moving forward!

Good luck! If I may help, I welcome the opportunity



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