

# Execution Checklist

Execution Items	Action List
<p>Do you have a <b>documented Action Plan</b> for your business to go from reload to relaunch?</p> <p>Consider using a project or Gant chart plan to keep you focused?</p>	
<p><b>Focus on HPA</b> (High payoff activities)</p> <ul style="list-style-type: none"> <li>- What tasks and activities are important for you?</li> <li>- What are you doing that is a waste of time</li> <li>- Which of these can be stopped, improved, or delegated?</li> </ul>	
<p>Do you understand how much a <b>customer is worth</b> to your business?</p> <p>Or How much your business spends to acquire one?(CAC:LTV)</p>	
<p>Have you <b>benchmarked your business</b> against other businesses in your industry and compared margins, overheads and profitability?</p> <p><i>Contact us for your industry Benchmark Report</i></p>	
<p><b>Internal business process review</b></p> <p>Should include</p> <ul style="list-style-type: none"> <li>- Stock and ordering systems</li> <li>- Rostering</li> <li>- AP and AR</li> <li>- Key metrics</li> <li>- Inventory management</li> <li>- Payroll</li> <li>- Reporting pack</li> <li>- BAS and Tax management</li> </ul>	
<p>Suppliers – <b>review your supplier list and supply chain</b> – do you have the right ones for where the business needs to be?</p>	
<p><b>Technology</b></p> <p>Are you running your business as efficiently as possible?</p> <p>What is new in tech that will help propel your business forward? Software, hardware, apps etc.?</p> <p>Ideal timing to change and get new systems up and running –while volumes are low</p>	
<p>Do you <b>understand your numbers</b>? What are your:</p> <ul style="list-style-type: none"> <li>• Break Even</li> <li>• Sales required for target profit</li> <li>• Margins</li> </ul>	

Should you have any questions or require any assistance, contact our Walsh Business & Entrepreneurial Support Division today:

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KPIs - Are you monitoring the right ones for the new business environment? – What's changed?

***Refer to Key Metrics and Critical Numbers Worksheet***

- Actual sales to budget
- New leads and customers
- Gross Margin
- Cost of client acquisition
- Break Even
- Return on investment or capital
- Debt to equity ratios
- Interest coverage
- Cash break even
- Benchmarking
- Profitability drivers

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