

Business audit.

Complete the ratings in the eight key areas of an advisory business. Focus and prioritise efforts in the areas with the largest difference between current and desired future ratings, prioritising the business area that comes first on the list below. Also, identify who owns which areas for accountability and to uncover opportunities to delegate, hire, or partner out.

	Current rating 0-5, 5 strongly agree	Desired rating 0-5, 5 strongly agree	Owner Who owns this area of the business today?
Business vision and management “We have clear vision and alignment, a strategic plan, and manage risk, profitability, and productivity well.”			
People and culture “We have the right people in the right seats based on skills and expertise. Our team is aligned in attitude and effort.”			
Technology and operations “We have defined and adopted processes, and are at our desired level of efficiency.”			
Client service and experience “Our client service model meets or exceeds our clients’ expectations, confirmed through client feedback and strong referral and retention rates.”			
Financial planning “Our financial planning solutions and process address our clients’ needs and expectations.”			
Investments “Our investment management process is consistent in meeting our firm’s and our clients’ goals and expectations.”			
Business development “We have a strong presence (i.e., website and social media), are growing through our marketing and development efforts, and effectively communicating to our clients.”			
Adaptability “We effectively navigate key issues and opportunities to progress towards our ideal future state (e.g., adopt new ways of doing things).”			

Important information.

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