
Jeffrey Scott's DESTINATION COMPANY

To build a highly successful sustainable business, that attracts profitable clients year over year, you need to build a *Destination Company* that attracts, motivates and retains great employees.

Rate Your Company

- 0 = Not in place
- 1 = Partially in place.
- 2 = Mostly In place, but not consistently executed.
- 3 = Doing consistently well

___ 1. Compelling Vision

- ✓ Does the owner (leadership team) have a compelling vision for company growth?
- ✓ Is it frequently shared with employees?
- ✓ Does the vision include growth for employees as well as the company?

___ 2. High Standards

- ✓ Does the company stand for a consistent high standard of quality?
- ✓ Are these standards upheld in the busiest of times?

___ 3. Recruiting is Proactive

- ✓ Is recruiting treated with the consistency and importance of branding, marketing, and sales?

___ 4. Accountable Values

- ✓ Are the company's values clear?
- ✓ Are the employees held consistently accountable to them?

___ 5. Clear Path to Success

- ✓ Is the first 90 days clear for each new employee?
- ✓ Can the employee drive their own career advancement – on a clear path?
- ✓ Is it supported by adequate training?
- ✓ Are incentive systems clear for everyone who participates?

___ 6. Influence Direction

- ✓ Can and do employees directly influence company direction, processes, decisions, and their own work environment?

___ **7. Wins are Well Defined**

- ✓ Do employees understand what a win is each day? Week? Month? Year?
- ✓ Are the wins “shared” or “divisive”?

___ **8. Successful Company Atmosphere**

- ✓ Are successes recognized and celebrated throughout year?
- ✓ Is the morale upbeat and team oriented?
- ✓ Does the company “look” successful?

TOTAL SCORE _____ OUT OF 24

Interpretation, your business as a rocket ship:

21+: *Shooting for the stars, winning the race.*

20-17: *Booster rockets engaging, she is picking up speed and altitude.*

16-13: *Successful launch, “there she goes!”*

12-9: *Stuck on the launch pad, not sure where it is going.*

8-5: *Rocketship still a dream in someone’s eye, not built yet.*

4 or less: *Crashed on take off.*

LETS ANALYSE THE RESULTS...

SUSTAINABLE BUSINESS: CAN OWNER GO ON 1, 2, 3, 4 or 5 WEEKS VACATION IN A ROW?
WITHOUT COMPANY FALTERING, AND IN FACT IT REMAINS GROWING?

_____ # of weeks

NET TO OWNER: PROFIT (AFTER DEPRECIATION) + OWNER’S INCOME =

_____ Not sure, can’t guess

_____ 8% or less

_____ 9 to 15%

_____ 16% or more

A COMPELLING WAY TO VALUE YOUR BUSINESS

“ Net to owner, in dollars” _____ X “Weeks of Vacation, 1-5” _____ = \$ _____

Call or email me (jeff@jeffreyscott.biz) if you want help to take your company to the next level.

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