

The ProfitPATH Route Check™

After working with over 100 Companies during the last 13 years, we've identified 4 Risks to successful growth. If you are vulnerable to them you may not get the results you want - improved annual profits and an increased valuation on exit.

The answers to the following questions will tell you how well your Company or Division is responding to each one of the Risks. It should take less than 15 minutes to complete the questionnaire. (You'll complete it even more quickly if you are familiar with your last 3 years' financial results.)

There are no right or wrong answers to the questions. Some Companies or Divisions will not have grown to the point where they are doing everything covered in the questionnaire. That simply means that if growing and making more money are part of their goals for the future, they should consider undertaking those activities now or later.

In the future we will also be able to tell you how your responses compare to other Companies or Divisions of a similar size.

The Route Check™ is for established organizations with a minimum of \$3 - 5 million in annual revenues.

Answers are required to questions marked *

Please begin by telling us about yourself and your Company, or Division.....

This will help us put the rest of your answers in context

*1. Let's start with your name and the name of your Company/Division.....

Your Name:

Company/Division

Name:

*2. Please tell us where you fit into the organization.....

- Owner/Division Head
- Vice President/Director
- Manager/Supervisor
- Other (please specify) _____

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Risk #2 - No Link to Action

Knowing where you want to go and how to get there is only the beginning. It takes action to turn them from desire to reality.

*11. We use a process - e.g. annual planning - to determine what we must do in each fiscal year in order to execute our Strategy. This process.....

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Was used in each of the last 3 fiscal years	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is based on and linked to the strategy and strategic initiatives mentioned in Risk #1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is completed 4 - 12 weeks before the start of each fiscal year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is facilitated by the Owner/Division Head	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uses a process facilitated by an external consultant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Records the assumptions made about what might happen in the next 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sets specific, measurable goals for the next 12 months which will move us closer to our Vision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prioritizes those goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allocates resources, e.g. people, technology, financing, to the top priority goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develops action plans,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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25. Please add any additional information that will help us understand your answers here. And please let us have any feedback or comments you have on the survey.

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