**Manging and Directing**

**Scaling Up**

Building a platform that drives transformation and Growth

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| **Business Essentials**  **Product and Support > Marketing and Sales**  **Operations and Service > Leadership and Capacity** | **Fully Embraced**  **4** | **Under Review**  **3** | **Lacking Focus**  **2** | **Fresh Approach**  **1** |
| *Key Focus Areas* | | | |
| Sustainability (Robust Business planning reviewed quarterly) |  |  |  |  |
| Continuous Improvement (Progress v plan reviewed monthly) |  |  |  |  |
| Operational Performance (Team v targets reviewed monthly) |  |  |  |  |
| Financial Positioning (Income v outgoings reviewed monthly) |  |  |  |  |
| Marketing Strategies (Campaigns reviewed monthly) |  |  |  |  |
| Sales trategies (Targets and performance reviewed monthly) |  |  |  |  |
| Client Retention Strategies (Reviewed monthly) |  |  |  |  |
| Operational Systems (Robust data and communication) |  |  |  |  |
| Information Technology (Right equipment fit for purpose) |  |  |  |  |
| Internal Business Facilities (Comfortable and user friendly) |  |  |  |  |
| Policies and Procedures (Embraced by all staff) |  |  |  |  |
| Managing Welfare (Right benefits, mentoring and training) |  |  |  |  |
| Managing Behaviour (Set ground rules and discipline) |  |  |  |  |
| Managing Safety and Risk (Embraced by all team members) |  |  |  |  |
| Efficient Team Working (Share challenges and ideas) |  |  |  |  |
| Efficient Leadership (Clear vision, highly motivated people) |  |  |  |  |
| Efficient Service (All clients embrace the full offer) |  |  |  |  |
| Investment and Growth (Partners understand the big picture) |  |  |  |  |

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| **Maximum Score 72 = 100%:** |  |
| **Date Last Reviewed** |  |

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