



The CneqtDNA Diagnostic Report for
Alan Other, Example Co Ltd

15th December 2017

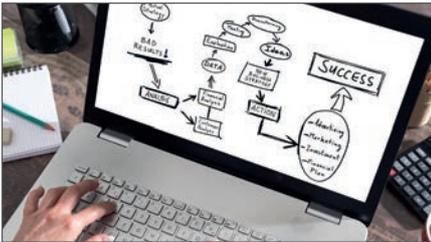


Introduction

Welcome to your **CneqtDNA** Diagnostic report. We believe the content can significantly help your business to progress. As well from giving you access to the carefully crafted unique question set which encourages you to really take time out to think about your business, there are 10 reasons why the **CneqtDNA** Diagnostic report is important for your business. These include:

An overview of why each of the 8 elements and 25 disciplines is important.	P3 - P11
Your tailored executive summary reflecting your businesses DNA profile.	P12
An inventory of your businesses strengths to build on.	P13
An inventory of your businesses less strong areas to improve, and the important critical action areas to prioritise.	P14
A FREE 15 minute coaching session with an accredited expert to help you find the 1,2 or 3 things that will really help your business progress.	P15
Action planning support.	P16
Access to additional coaching sessions with our extensive network of accredited generalist and subject matter experts.	P17
Access to the CneqtDNA Diagnostic report so others in your business can supplement your own ratings and give new perspectives.	P18
A preferential re-assessment fee so you can re-take the diagnostic and track your progress in 6 months time. Extra progress tracking data is provided.	P18
A free subscription to weekly blogs providing thought provoking insights on the 25 disciplines.	P19

Your business has been reviewed against the 8 Business Elements and the 25 Business Disciplines that all great businesses do well at.



The Journey

- Business ambition
- Value Proposition
- 3 - 5 year business plan



The Numbers

- Financial plans
- Working capital
- Budgets



The Market

- Target markets
- Target clients
- Sales and Marketing plans



The Logistics

- Infrastructure
- Team mobilisation
- Systems and processes
- Partners and alliances



The Team

- People resources (numbers)
- Skills
- Culture and behaviours
- Performance
- Personal effectiveness



Keeping Fresh

- Feedback loops
- Change management
- Innovation



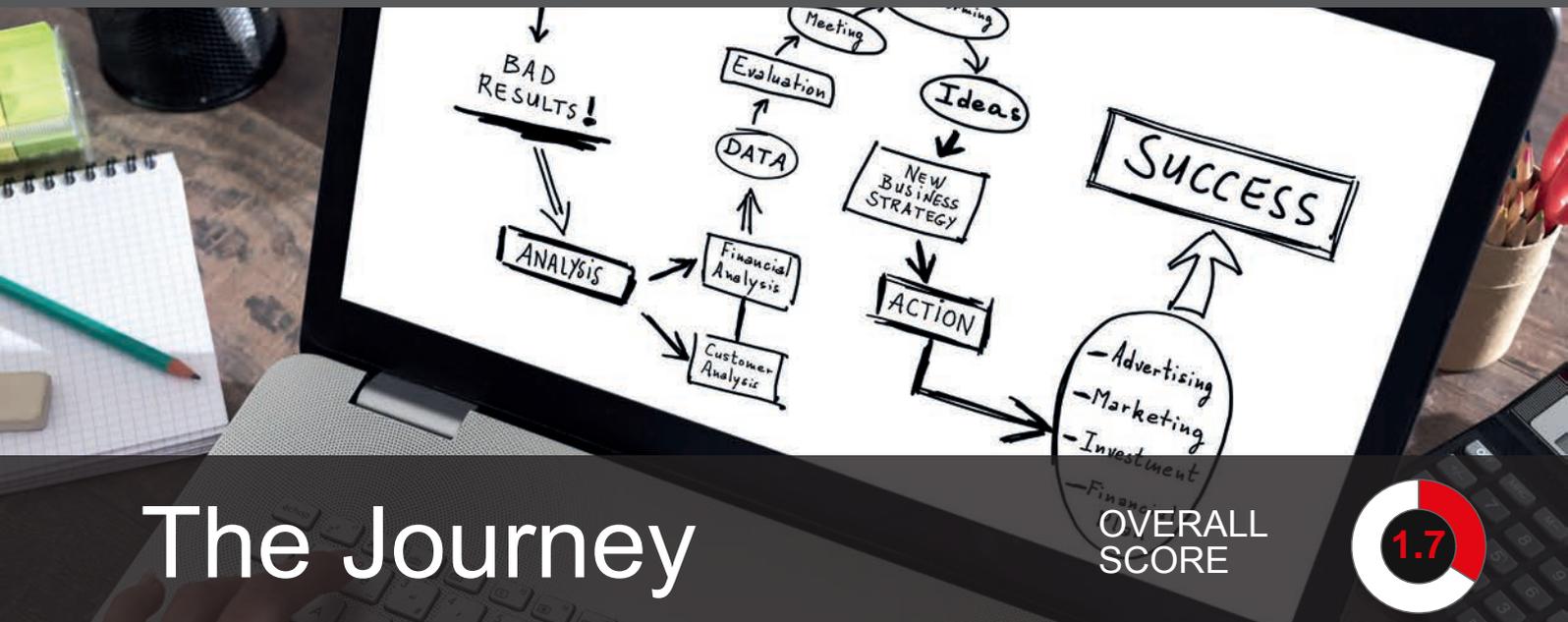
Oversight

- Measures
- Risk Management
- Governance



Sustainability

- Trends and technology



The Journey

Business ambition

This articulates clearly and succinctly what you want to achieve with your business, why, when, how you want to do this, and what you stand for.

This is your vision that drives all your activity. Unless you are clear on where you want to get to you won't know when you are there.



3 - 5 year business plan

This is your roadmap of how you are going to achieve your business ambition and maximise the opportunity from your value proposition. It will bring together many of your DNA elements and disciplines into one place. It's important to keep it up to date and check your progress against it regularly.



Value Proposition

This creates a 2 minute crisp sales summary of what you are offering, why you are great value for money and why you are different or better to the competitor offerings. Get this right and it will guide your sales and marketing activity and make you stand out.



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Remember, we can help you with any, or all, aspects of your business.
 If you need further assistance please get in touch info@cneqtdna.com

The Numbers

The Numbers

PLAN FOR

2018 OVERALL SCORE



Financial Plans

These are your financial roadmap for sales, costs, profits, cash flows and much more. They can help you through peaks and troughs of trading too.

By tracking your progress against the plan you will soon know if you are off course and need to take corrective action.



Budgets

These help you focus on the financial things that really matter on a month to month trading basis.

Broken down into product and organisational division budgets you can keep close tabs on every part of your business to see how they are doing against what you expected.



Working Capital

You will need capital to draw on to overcome cashflow dips, invest in new equipment and the like, and make you more robust should you hit any unexpected bumps in the road.

If you can build up capital from prior profits rather than borrowing it, even better.



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Target Markets

You need to generate as much revenue as possible with the least amount of effort being spent and the highest profit margins being achieved. This all requires research, thinking and planning - then you can focus all your energy on the very best areas of potential.



Sales and Marketing Plans

You need to be clear on how much revenue you want to bring in every month, what your average sale or job price is, how much you want to spend promoting your business, who to, how often and who is going to help you.



This needs clear thinking and a clear plan to record and track actions.

Target Clients

Within your target markets there will be clients that are a good fit to your organisation and those that are not.



You may not want to, or be able to work with all clients in the market, and you'll have a limited amount of time available too - so pick those clients that are best for you.

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The Logistics

OVERALL SCORE



Infrastructure

You need your business to run smoothly so you can maximise orders and give great service. It can grind to a halt if your infrastructure is not reliable, and if it's getting tired you won't be as efficient or profitable as you could be and you may get unexpected repair bills.



Systems and Processes

Any down time or-rework that needs correcting is an extra cost that reduces profit and is a source of customer frustration too.

Increasingly customers want services and products any time, any place, any where and modern ways of working are key to achieving that.



Team Mobilisation

Getting the right people in the right place at the right time doing the right things is fundamental to delivering a great, slick service that builds your reputation and maximises profits.



Partners and Alliances

It's tough doing it all on your own and others have contacts, experiences, hardware and software that you can tap into to get you to where you want to get to much quicker.

By joining together different products and services new products can be created and efficiency gains achieved.



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The Team

OVERALL
SCORE



People Resources

Having the right number of people in your business is a key part of optimising profit and delivering great service. Too few people causes errors, stress and you'll burn yourselves out. Too many people can slow things down, and you'll reduce profit and probably lose staff too as they are under challenged.



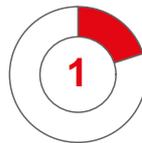
Performance

Once many of the DNA disciplines are in place it's still hard to do the simple things well, get them right first time, give service with a smile, grow your business and make good profit. Performing as best you can to get the most you can get.



Skills

Having colleagues with the right competency levels is as important as having the right number of people. An under-skilled workforce and an over-skilled workforce each brings their own challenges that take you away from maximising service delivery and profit.



Personal Effectiveness

As a key person in the business you have a disproportionate effect on its success. Businesses are collections of people so they reflect their leaders attributes. Keeping your skills and knowledge fresh, your energy and influence high and much more will rub off on your customers and colleagues.



Culture and Behaviours

As consumers we all remember and share the times we feel we've been treated well - or not. You'll have a clear view on the right way to do things in your business, and it takes time and energy to align everyone else working with you, and to keep them aligned.



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Keeping Fresh

OVERALL SCORE



Feedback Loops

Businesses need to keep people happy - customers, colleagues and suppliers. Their needs and demands are constantly shifting and you'll need to keep your business evolving too by asking them how you are doing and making changes.

Good testimonials are also a great source of marketing content.



Innovation

As consumers we expect new, different, and better elements to products and services to come to market often. If you are not creating that in your business then expect that your competitors will in theirs.



Change Management

All businesses need to change with the times or become extinct. Executing that change quickly and efficiently to time and cost budgets, and sharing those changes with interested parties is a real skill.

Done well this can be a real competitive advantage and should be embraced not feared.



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Oversight

OVERALL
SCORE



Measures

You will intuitively know how your business is doing but hard facts are the real evidence on which to make important business decisions. The right measures will tell you how you are performing on many levels, which direction your business and service is trending and help you make sure your next step is the right one.



Governance

If you don't stay within the bounds of legislation and regulation then you could have penalties imposed that restrict your trading or cause you reputational damage.



Risk Management

If you can anticipate the unexpected and the bad things happening to your business, how likely they are, and the scale of impact if they happen, then you can put plans in place to act immediately and quickly to keep your business on track.



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Sustainability

OVERALL
SCORE



Trends and Technology

The world is constantly evolving and that is bound to have an impact on your business, your customers, your suppliers and much more.

Meeting technology, demographic, social and environmental changes better than your competition is a big opportunity and not meeting them is a big threat.

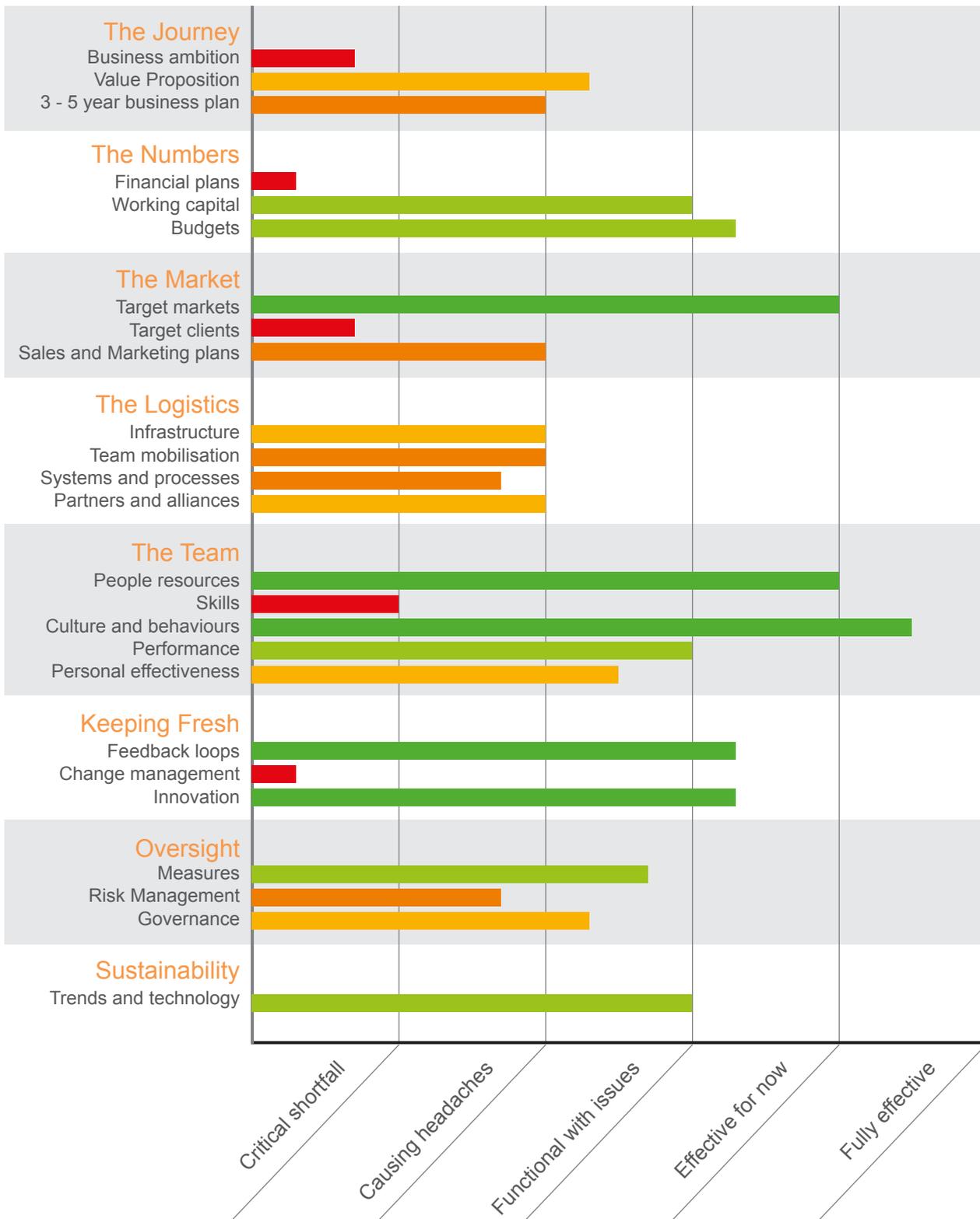


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How you rated your business over the 25 business disciplines

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Your Business DNA – Your Business Strengths.

Congratulations. You have some really good aspects in your business to be proud of and to build on. These are the top 7 strongest rated areas from your assessment.



Culture and Behaviours

People representing your business conduct themselves in the ways you want them to whilst at work



People resources

The way you manage the work, people and infrastructure aspects to deliver your services and products to your customers



Target markets

The industries, groups of people, and types of businesses that you will sell your products to



Innovation

Enhancing your products and services in line with changing markets and customers needs and keeping ahead of the competition



Feedback loops

Regular contact with customers to know that your products and service are really delivering what they want



Budgets

Detailed financial plans of the money coming in and going out each month and the resulting profitability



Performance

Achieving great outcomes from the time you and your colleagues spend at work

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Your Business DNA – Areas That Could Be Improved.

Congratulations. You have identified some improvement opportunities to make your business stronger. These are the top 7 areas that require some work if you want to significantly improve your business



Financial plans

A formal document that brings together all of the key finance elements to guide your investment, income and expenditure activity



Change management

Using customer feedback and performance data to implement better and different ways of working



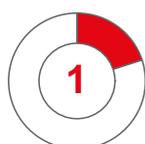
Business Ambition

Clarity on what you stand for, what you want to achieve with your business, why, by when



Target clients

The specific people or organisations you will sell to that sit within the target markets you have identified



Skills

Having access to the optimal range of experience and expertise to deliver great service whilst making the right level of profitability



Systems and processes

The ways of working and technologies you use to deliver your products and services to customers



Risk Management

Formally tracking the things that may blow your business off course and having plans in place should these come to fruition

WEAKEST      STRONGEST

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Have you booked a telephone coaching session?

Your next important step is to build on the business' strengths and address the weaker areas highlighted in the **CneqtDNA Diagnostic Assessment**.

If you booked a FREE 15-minute telephone coaching session, as part of the **CneqtDNA** service, then one of our business experts will help you to decide how to improve your business' performance. You will have received an e-mail from us confirming your 15-minute time slot, details of our teleconference number and your unique pin number for the coaching call.

We suggest you prepare for your coaching session by reading your **CneqtDNA Diagnostic Assessment** in detail and making some notes in the table provided on page 16. You will also find it helpful to have page 12, showing a summary of how you rated your business over the 25 disciplines, available for the call.

The conversation with your expert coach is confidential. After a brief introduction, your coach will work with you to identify the few things that **will make a real difference** to your business.

Please be aware this is a pre-arranged, fixed 15-minute time slot. If you join the session late, or can't make the call there is no time extension or rearrangement facility.

Any questions? Please email us at info@cneqtdna.com and we will respond by the end of the following working day.

DON'T FORGET TO BOOK YOUR SESSION

Be prepared for your coaching session

To get the most from your 15 minute telephone based coaching session we recommend you take 10 – 15 minutes of preparation time so you come to the call focused on the key things you would like to discuss.

After reading your report completing this preparation grid will help you:

The biggest business challenges I need to fix or improve right now are:	The things preventing me from resolving my challenges are:	The best things about my business right now are:

Remember, we can help you with any, or all, aspects of your business.
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Making improvement actions after your coaching session

Your expert coach will focus on one, two or three key areas from your report where they think improvements can have a positive impact on your business – but this is your 15 minutes to discuss what matters most to you so feel free to lead the discussion.

It is important that after the call you write down what is discussed and draw up a plan of the action you need to take, by when, who will be responsible and when you will review it. To help you here is an action planning grid:

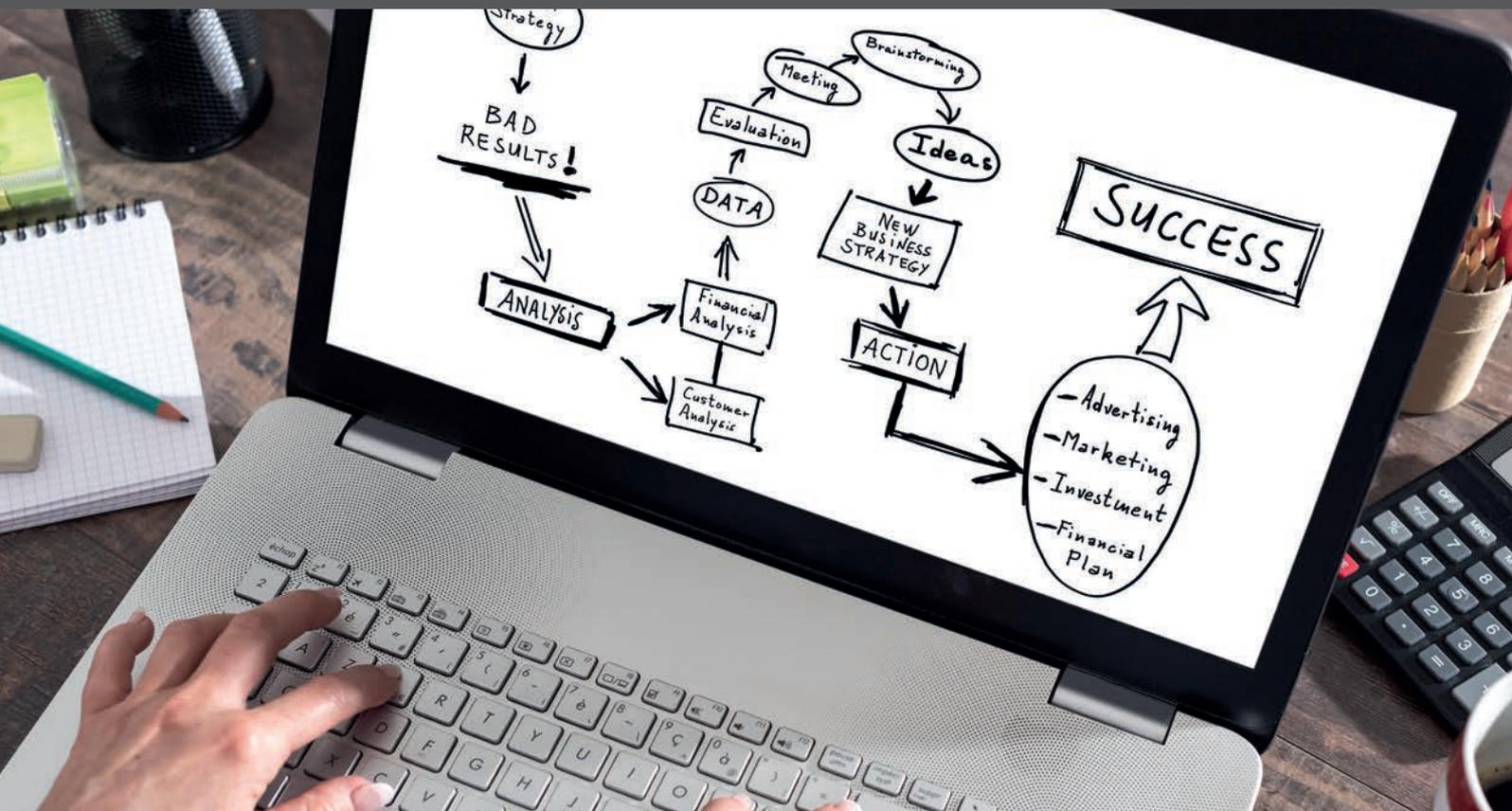
	ACTION 1	ACTION 2	ACTION 3
I need to improve...			
The impact of doing nothing is...			
My chosen action(s) is to...			
This action will be done by (date and person)...			
I will know my business has improved when...			
I will review this action on (date)...			

Even if you did not take up the free coaching offer feel free to use these grids to help you commit to meaningful actions that will improve your business.

Don't just focus on the improvement areas discussed with our expert there will be other areas where you will have seen from the report that you can move your business forward. Write those down as well with your committed actions, desired outcomes, timing, ownership and review date. Feel free to download further action planning grids from our website.

You should aim to identify 3 different action areas to be working on at any one time. Don't forget that doing more of the things that are your strengths is also going to help you progress.

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Is the FREE 15 minute coaching enough for you?

Just as leading sports people have a range of coaches to help them maximise their performance many business leaders have coaches too.

Following your telephone coaching session, if you would like further support you can mutually agree this with your coach. Neither of you are under any obligation to do this.

At **CneqtDNA** we have a wide range of experts who can support you with any of the 8 business elements and 25 disciplines that make up the **CneqtDNA** Business Diagnostic. Contact us if you would like further assistance.

Receiving feedback on your business from others

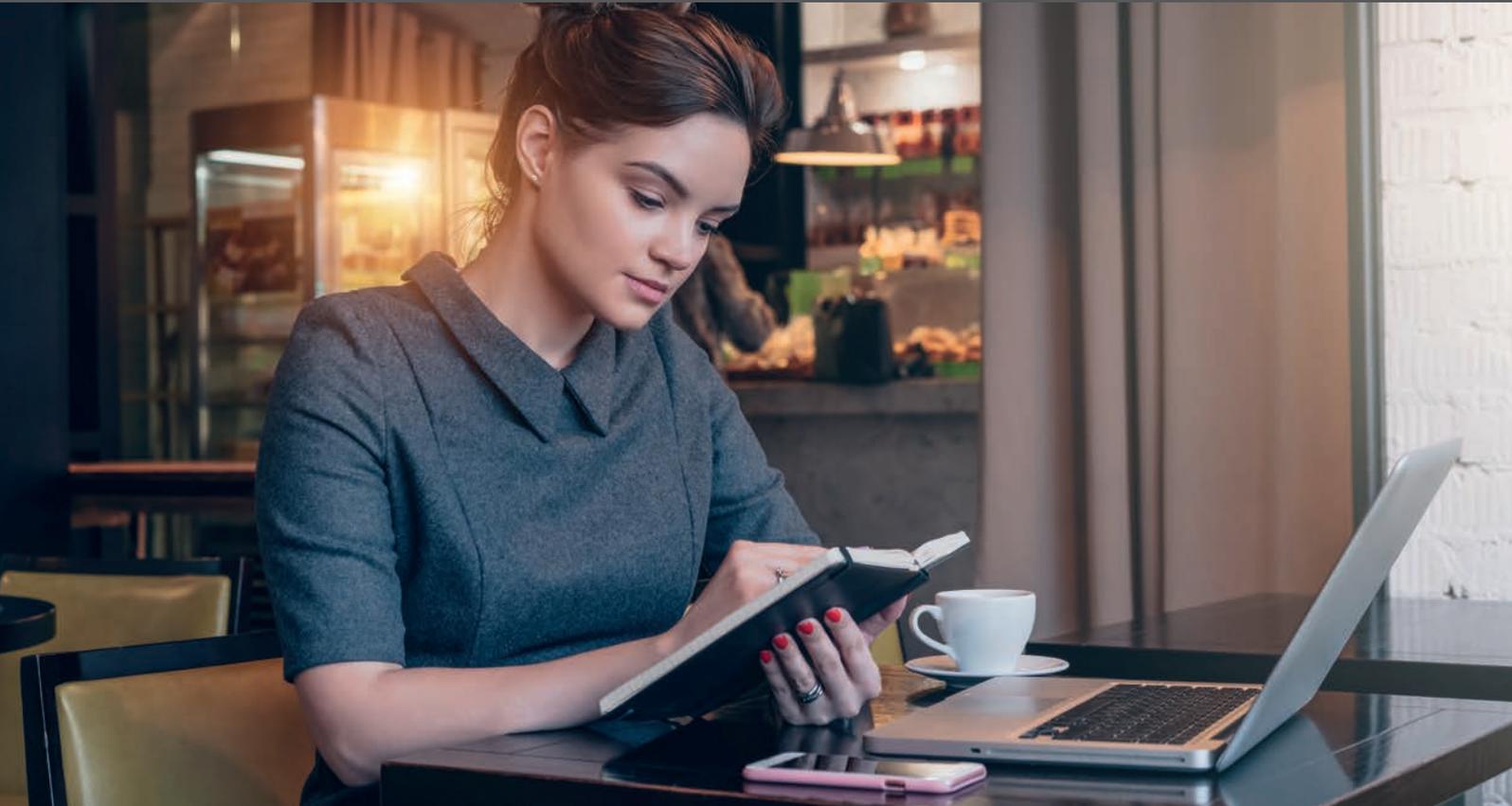
Another very useful step in improving your business is to get other people's views on how you are doing. Your business partners, valued employees and important clients all have different perspectives on your business that could provide valuable new insights into where you can improve.

By contrasting your assessment outcomes with theirs you will find some interesting alternative opinions and different DNA Diagnostic ratings to explore.

There are 2 options for this – firstly you can simply ask others to complete the **CneqtDNA Diagnostic assessment** by accessing our website and then contrast the responses provided in the separate **CneqtDNA Diagnostic Assessments** each of you will have created.

Or if you would like further help from a **CneqtDNA** expert then get in touch via our website enquiry form.

CONTACT US VIA OUR WEBSITE WWW.CNEQTDNA.COM TO BOOK FURTHER COACHING



Weekly Blogs

Continually expanding your business knowledge of the 8 elements and 25 disciplines in the weeks and months ahead will help you find additional improvement areas to keep you moving up to a new level. Via our weekly business blog we will cover all of the key business disciplines in a series of articles.

An example blog is included below:

What's the objective of objectives?

Why spend precious time setting objectives for the people in your business? Surely, your bright, motivated colleagues know intuitively what needs to be done when? WRONG. Research shows that on average people in all organisations, small and large, spend 40 % of their working day on the wrong thing. Doh! Put another way, a person working a 40-hour week need not come into work until late afternoon on Tuesday! Worse, time spent on the wrong things is not only wasted effort but generates frustration and complaints from both customers and staff alike. So, what's the solution? It's certainly NOT to be found in forms, processes, checklists and long meetings agreeing extensive lists of objectives, barely looked at until the 6 month review is due. Best practice from highly capable leaders shows simple is best and less is more: Agree 4 to 6 key objectives focused on the next 3 months. Any more jus...

Your opinion matters

Tracking your business improvements

Six months from now you may well have made a few changes to your business following the **CneqtDNA Diagnostic** you undertook, perhaps with the support from the coaching provided too.

But, how much have you really improved in this time? And what more can you do to be even better?

Many of our customers **repeat the CneqtDNA Diagnostic Assessment regularly** to track the progress of their business improvements. These re-assessments can be done at a significantly discounted price, and you will benefit from comparison pages in follow up assessment reports highlighting positive and negative movements.

To find out more about regular **CneqtDNA Diagnostic** Assessment Progress reports and pricing please contact us cneqtdna.com/contact or info@cneqtdna.com. It is recommended you leave 6 months before re-assessing your business to allow any changes you have made to become established.

PUT A DATE IN YOUR DIARY TO RE-ASSESS YOUR BUSINESS

Please give us some feedback.

Like any great business we want additional views on how we are doing too, so if you could **give us feedback on the CneqtDNA Diagnostic Assessment** and the interactions you have had with us that would be very much appreciated.

Five days after we have sent you the report we will send you a feedback link. If you received the 15 minute telephone based coaching you will also be asked for specific feedback on how effective that was.

If you would complete this and share your experiences that would really help us improve too.

Thank you in anticipation of your time.



Sharing your experience

If you found this process worthwhile then please do recommend us to your business associates and networks. We would love to help them too.

You can also follow us on the following social media platform - **CneqtDNA**



Further support

If you require any further assistance please refer to our website www.cneqtdna.com or email info@cneqtdna.com

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com