

Contractor's Business Assessment



[From the Desk of Michael Kissinger](#)



Contractors Business Assessment

Has Your Business Seen the Doctor Lately?

The harder and closer you look at your business,
The clearer the picture will become.

Dear Contractor,

Why do people get physical checkups? To ascertain their current health. More importantly, though, people visit the doctor every year or two to detect and correct any potential health problems at an early and manageable stage.

Since any business functions in a certain state of financial and operational health, and actual and potential problems exists, it also could benefit from an objective physical checkup. A preventative maintenance program is a sound and smart business decision for helping you pinpoint inefficiencies and trouble spots throughout your company before they cause a crisis in operations. Being able to detect early warning signs could help your business achieve a long, productive and financially rewarding life.

Physical checkups for businesses are identified by various names such as operational audit, high/level productivity review, operational review, business diagnostic, etc. While accountants and business consultants (doctors) use different treatment names, the service is generally an examination of your business operations, office environment and office systems to identify potential problems (diagnosis) and provide the company (patient) with detailed recommendations for improvement (prescription). The examination can be performed on one, several, or all functional departments. A systematic and common approach taken is to review the areas of personnel, technology, management, work flow, and paper flow through use of the following techniques:

- Collecting relevant documentation.
- Conducting interviews with appropriate personnel.
- Analyzing data gathered.
- Listing opportunities for improvements.
- Identifying paybacks and savings from implementation.
- Developing a general implementation plan.

The implementation of recommendations can produce a variety of results, including employee utilization, time savings, payroll deduction, management reporting, streamlined operations and more effective communications, information flow and decision making, using of office technology, increased productivity from your resources, internal controls and increased profitability.

Can you perform the examination of your operations yourself?

Any self/assessment is better than no/assessment. Additionally, you will save your company the “doctor’s bill.” There are, however, limitations to an internal checkup. A third/party review can be more objective, honest, in/depth, systematic and, possibly, more on target. Just knowing where it hurts doesn’t always mean knowing what is wrong or how to treat it. Complete this short assessment and find out if your business is in need of a checkup. Review this assessment now! **Contact us now to schedule a FREE 1 hour consultation. There is no obligation. You have nothing to lose and everything to gain.**

Why Use this Construction Business Assessment

As fellow business owners, we know how easy it is to fall into the trap of working *in* your business rather than *on* your business. Before you know it, you are spending the majority of your time fighting fires and trying to squeeze even ounce of profit out of each month as the years fly by. Routines can easily become ruts, and you find yourself running your business essentially the same way as you did five years ago with little or no growth.

Some of my new contractor clients tell me these days the business is running them instead of them running the business. With the speed of business in today’s rapidly changing construction industry marketplace, this is no way to be successful.

This assessment is designed to give you a way to work on your business from an owner’s perspective. Working through these sections of your business will help you focus on ways to continuously improve every aspect of your business by implementing systems that will keep you on task as a contractor.

Many people think that strategic planning should look ahead 3 to 5 years. The reality is that in the construction industry, contractors need a faster reaction time; therefore, this assessment is designed for an annual perspective.

This assessment is comprehensive, designed to make you think, and free of charge. Don’t underestimate the value of this tool because it is free. It will challenge you to be a better small business owner. Once you complete the full assessment, if you find areas you need assistance with, we are here to help. Otherwise, enjoy this tool with my compliments. It will make your small business more efficient, effective, and profitable.

How to Effectively Use this Assessment Tool

The most important part of this assessment comes from you: **Be completely honest with yourself.** So many business owners fail because the owner is unable or unwilling to take an objective look at the business. This is why many businesses seek consulting help. We think it is best to first start with an in-house evaluation and see if you are up to the task of making the necessary accurate evaluations.

This isn't a test with grades. This is a method for creating better systems and processes for your business to be more successful, regardless where you are currently. The key is to accurately evaluate all ten sections. If you don't have what the statement is looking for, then that is a "heads up" to create such a measurement or system. Each section of the small business self-assessment has a specific focus.

This tool will require a significant investment of your time and energy if you plan to maximize the benefit for your small business. We suggest you work on it where you can have minimal distractions or interruptions. Depending on your business and the demands on your work day, you may need to work on this off-site.

Overview:

This section is a quick look at you, the business owner and your perspective of where the business is headed. If you are not in peak condition for leading the organization and as completely pumped about it as the day you started or took over the business, here is where we can offer suggestions to get back to that point of enjoyment.

Financial/Legal/Regulatory:

This section can trip up a business more quickly than any other. If the finances are not in the proper place, or you haven't secured solid legal counsel, or you are not familiar with the regulations impacting your business, things can go south in a hurry.

Marketing/Sales:

Marketing involves traditional media as well as social media and online presence. The marketing mix is critical to reach target markets that are constant on the move. Sales approaches have to be adjusted to how customers and prospects want to interact with your organization. Without recognized experience and expertise in your target market, you are behind.

Services:

As customer demands change, the services you offer need to be modified, removed or created to match your offerings with what your target customers are wanting. No business can afford to have customers wanting something you don't currently offer.

Leadership:

In today's hypercompetitive construction market, every business must be able to operate efficiently and effectively at all levels without senior management looking over their shoulders. Leadership development and delegation can mean the difference between a staff that is engaged and a staff that is looking for every opportunity to leave. Critical success measurements are a key to having a consistent focus on what is important for the business to be successful.

Staff:

In this economy, attracting, acquiring, retaining and maximizing top talent is a critical competitive advantage. This section will help keep your best talent engaged through retention programs and consistent recognition. Take good care of your staff and they will take good care of your business.

Project Level Operations:

Since the construction industry is project driven, it's critical that construction related businesses have the most efficient and effective project operations possible. This means project teams must focus on maximizing the value delivered to their customers. This includes by minimizing waste and maximizing performance through innovative solutions.

Customer/Client Service:

Despite the common belief by many the contractor-owner relationship should not be adversarial. This means how your staff is trained to interact with customers and how customer concerns, complaints, and requirements are systematically handled can give you a tremendous edge on the competition. This section will help identify areas to develop and focus everyone's effort on.

Competition:

This section will help examine your competition, and use benchmarks for developing an advantage over your competitors in your various markets. Without any competitive analysis, you can lose ground without even realizing how much a competitor has "stepped up their game."

Technology:

While technology is never the solution to a problem, it can help implement the solution more efficiently and efficiently. However, it's critical that equipment upgrades, maintenance, and replacement programs keep the business fresh and current with customer demands. Technology is changing so rapidly; online services especially need constant review. Backups for computers and software are frequently overlooked and can be disastrous if a system isn't in place for protection.

Obviously this process will identify systems and processes that will need to be refined or completely created from scratch. We have confidence you will do whatever it takes to make your business thrive in any economic conditions, or you wouldn't commit the time to doing this assessment. Running a business is not for the weak at heart or the risk averse. As business owners, we know we need every advantage we can get to stay competitive and enjoy the lifestyle being a business owner can provide. This business self-assessment tool is designed to help you help your business.

If you have any questions, need clarifications or want to inquire about getting some assistance, please contact either of us.



Business Assessment

Instructions

This assessment is for Single Family Homes Contractor, Industrial Building Construction, Commercial and Institutional Building, Underground Utility Construction, Highway Street and Bridge Contractors, Civil Engineering, Concrete Contractors, Masonry Contractors, Glass and Glazing Contractors, Roofing Contractors, Electrical Contractors, Plumbing Heating and Air Conditioning Contractors, Drywall and Insulation Contractors, Painting and Wall Covering Contractors, Floor Contractors, Tile and Terrazzo Contractors, Finish Carpentry Contractors and Specialty Trade Contractors.

Read each statement and choose the rating that best indicates your level of agreement. Mark in the space Poor – Average – Good Excellent Write your answers down and give them to your coach-consultant. Thank you

Overview: Poor – Average – Good Excellent

1. I have a clear documented plan for the coming year. _____
2. My business adequately returns for the effort and investment. _____
3. My business gives me enjoyment and I do what I love to do. _____
4. My business will not suffer if I take off two consecutive weeks. _____
5. I spend more time working on my business than in my business. _____
6. I have a coach or mentor to provide trusted advice. _____
7. I have clearly articulated my top three business goals. _____
8. I have clear empirical critical success measurements for my business. _____
9. I have identified specific targets for improvement in the coming year. _____
10. I have a clear vision for the next 3 years for my business. _____

Financial/Legal/Regulatory - Poor – Average – Good Excellent

1. My intellectual capital is properly protected. _____
2. My trusted financial advisor has my best interests in mind when advising me on all financial matters. _____
3. I am fully informed of regulatory changes and am prepared for them. _____
4. I have a firm understanding of how the economy is impacting my clients/customers. _____
5. I have a clear understanding of my competitor pricing. _____

Marketing/Sales - Poor – Average – Good Excellent

1. We have clearly identified our target markets. _____
2. We have clearly identified the areas we have a competitive advantage. _____
3. We have clearly identified the project delivery approaches where we have special expertise that provides us a competitive advantage. _____
4. We have clearly identified the types of construction projects where we have a special expertise that provides us a competitive advantage. _____
5. We know the growth potential within each target market. _____
6. We have a clear social media message. _____
7. We have clearly defined our annual marketing budget. _____
8. We have clearly defined our marketing message. _____
9. Our web presence is consistent, clear and well-defined. _____
10. We have a sales tracking system to keep everyone informed on progress against goals. _____
11. We have identified a successful sales funnel process for the business. _____
12. We use email marketing to achieve specific targets. _____
13. We have strategies for business development marketing. _____
14. We have strategies for customer retention marketing. _____
15. We have strategies to generate word-of-mouth marketing. _____
16. We have a clearly understood and identifiable brand. _____
17. We have identified which pieces of the previous year's marketing plan have been most successful. _____
18. We have specific measurement capabilities for measuring the effectiveness of promotions. _____
19. We have documented which promotions were most profitable in the last year. _____
20. We have a specific strategy for current customer penetration. _____
21. Our advertising is directly targeted to a specific niche and coordinated with which outlets we use. _____
22. Our sales team is highly motivated and eager to find new growth opportunities. _____
23. Our sales team is highly knowledgeable in the services we offer. _____
24. Our customer/prospect data management system is easy to use and up to date. _____
25. We have a clear understanding of what the prime customer would like. _____

Services Poor – Average – Good Excellent

1. We only go after projects in the geographical areas we have identified we have a competitive advantage. _____
2. We only go after projects that are using project delivery methods where we have a competitive advantage. _____
3. We only go after projects that require the type of construction expertise where we have a competitive advantage. _____
4. We have identified and use only subcontractors and vendors that are high performers and deliver great value instead of initial low bid. (in essence, they deliver the best price on the job when all factors are considered.) _____

Leadership -- Poor – Average – Good Excellent

1. I have a defined system for identifying and developing current and future leaders. _____
2. I have clearly identified what challenges leaders will be facing in the coming year. _____
3. Leaders have created a supportive, inspiring work environment to attract and retain top talent. _____
4. My leaders are provided the correct tools for maximizing critical success measurement results. _____
5. I have identified leadership changes that will be happening in the coming year and have properly prepared for a seamless transition. _____
6. Leadership keeps their commitments to employees. _____

Staff - Poor – Average – Good Excellent

1. I have a documented plan for attracting and acquiring top talent. _____
2. I have an active talent retention program in place. _____
3. I have a specific plan for upgrading or updating the talent currently in the organization. _____
4. I train all of my staff to keep them sharp, knowledgeable and competitive. _____
5. I have a firm grasp of the morale of the organization and continually make strides to keep it as high as possible. _____
6. I have documented planned employee adjustments for the coming year. _____
7. The staff is well-informed and has clear communication with leaders. _____
8. The staff feels motivated, engaged and focused on their success. _____
9. I have a designed program for celebration and recognition of significant accomplishments. _____
10. I have identified cutting edge approaches for staff to engage clients/customers and have a plan for implementation. _____

Project Level Operations - Poor – Average – Good Excellent

1. We have effective leadership on our projects. _____
2. We take a strategic approach to projects. _____
3. We focus on maximizing value to the client. _____
4. We have procedures to increase innovation on projects. _____
5. We have procedures to increase collaboration on projects. _____
6. We have an effective risk management assessment process. _____
7. We have an efficient (lean) project delivery system. _____
8. We effectively use technology on our projects. _____
9. We measure our performance on projects. _____

Client/Customer Service - Poor – Average – Good Excellent

1. We have a system in place to measure client satisfaction with our performance. _____
2. Our staff is continuously trained and encouraged to deliver exceptional customer service. _____
3. Our customers have a clear understanding of the services we provide. _____
4. Our customers are the fans who spread the positive words about our business. _____
5. We monitor customer response time in all aspects of the business. _____
6. We monitor how long it takes to resolve punch list items. _____
7. Our customers are always treated respectfully regardless of the customer's behavior. _____
8. We constantly work to better understand customer needs and expectations and develop solutions that address those needs. _____
9. As CEO I work to have consistent face to face contact with my customers. _____
10. As CEO I monitor staff interaction with customers on a routine basis documenting my observations. _____

Competition - Poor – Average – Good Excellent

1. We routinely study the competition and document the differences and opportunities we have. _____
2. We have identified and new competition we will be facing in the coming year. _____
3. We recognize which competitors have “stepped up their game.” _____
4. We have identified which services have the most competition. _____
5. We have identified which opportunities competitors are not taking advantage of. _____
6. We strive to have the highest customer rating in our area of expertise. _____

Technology - Poor – Average – Good Excellent

1. We have an equipment replacement and upgrade system. _____
2. We have documentation of all the hardware and software in the organization. _____
3. Our staff has identified which equipment or systems are causing the most obstacles to effective customer service.

4. We have a documented equipment maintenance program. _____
5. Our computer and website backups are off-site, current and systematic. _____
6. Our firewall and virus protections are up to date for our computers and web presence _____

What Do You Need Help With

- | | | |
|---------------------------|---------------------------------|-------------------------------------|
| • Financing | Receive drawings/specifications | Union/Project Labor Agreement (PLA) |
| • Bonding | Business Plan | Marketing Plan |
| • Accounting | Project Planning / Estimating | Project Management |
| • Technology Assistance | Safety & Field Operations | Doing Business with Clients |
| • Peer Group / Networking | Serving as subcontractor | Serving as a prime |

What certifications does your company hold currently? A License: ___ B License: ___ C License: ___ Other: ___

Number of Employees: _____ Earnings Last Year: _____ Estimated Earnings this Year: _____

Check all of the contractor trades that your company performs:

- Asbestos Abatement
 - Fire Protection Systems
 - Plumbing
 - Excavation/Site Work
 - Other
- | | | |
|-------------|-------------------|--------------------|
| Elevator | Masonry/Concrete | Carpentry/Millwork |
| Painting | Drywall/Carpentry | Glass/Windows |
| Electrical | HVAC/Mechanical | Roofing |
| Landscaping | Steel/Structural | Asphalt |

List your percentage of work: Public ___ Private ___ General Contractor ___ Sub-Contractor ___

Type of Organization: LLC ___ Corporation ___ Partnership ___ Proprietorship ___ Sub. S. Corporation ___ Other ___

Recommendations

A FREE COACHING STRATEGY SESSION

Push yourself to reach your dreams using a certified Construction Industry Business coach-consultant. You will work one-on-one with your coach to develop a master action plan that clearly states your goals and defines the steps you need to get there. Using the strategies pioneered by Michael Kissinger, you will discover methods for overcoming the obstacles in your way. Team up with a coach and start achieving today!

Get Your Free Coaching Strategy Now! It can add tens of thousands of dollars to your bottom line!



100% PBI SATISFACTION GUARANTEE

If after attending the first full 8 hours of Construction Business Mastery, you do not feel you have received \$1 million worth of value to create exponential growth in your business, turn in your manual and materials and we will send you a full refund for all money paid.

Congratulations!

We are dedicated to helping independent and medium size contractor succeed and prosper in the construction industry. You have taken an important step in getting help improving your construction companies operation and profitability. I will be contacting you via email when you call **415-678-9965** to set up your free consultation.

I look forward to serving you and your construction business. So make sure you don't miss out apply NOW.

Here is the link again: master@prosperitybreakthroughs4u.com

All the Best,

Michael Kissinger

Phone 415-678-9965

Email: master@prosperitybreakthroughs4u.com

Construction Business Coaching— Achieving Financial and Lifestyle Freedom Within 3 to 5 Years or Less

P.S. This Construction Business Coaching is a closed door, hands on intensive coaching program.

P.P.S. Remember we only have 30 spaces available and the last time we requested an invitation to apply, the spaces were snapped up. So that's likely to be the case this time as well. Call **415-678-9965** to be sure not to miss out.