

Business Insights

A high-performing team knows the importance of having a clear understanding of where the business is, where it needs to be and how its going to get there.

To discuss how we can help you reach your business ambitions, contact ASB [here](#) and KPMG [here](#).

The business of winning



Knowing your goals

Clarity of purpose is crucial. You need to know not only what you are doing but why you are doing it. Constant change forces businesses to evolve but your core purpose should be maintained. This core purpose is specific and concentrated on action, not on buzzwords or trends.

Having a business plan as a roadmap is critical for staying on track. Look at where you are today, work out where you want to be in a year, five years and ten years' time and document how you are going to get there. Don't just have a plan that you look at once, have a living framework that allows you to adjust when necessary whilst remaining on track and true to your purpose.

ASK YOURSELF



Who in your team can clearly articulate the businesses core purpose?



How will you practically ensure the business remains committed to the core while exploring new opportunities?



The power of data

Understanding the key drivers of your business, and how they are tracking, allows you to give attention to potential problems before they become critical and to effectively grow the value in your business.

Each business is unique; your key drivers may be financial, such as average sale per customer or gross margin for key products, or non-financial like the number of meetings with prospective new clients. Either way, keeping track of these and analysing the trends will keep you at the top of your game.

Having effective reporting systems in place to regularly measure performance in these areas is key.

ASK YOURSELF



What three KPIs/metrics have the biggest impact on your bottom line?



Where might you be leaving money on the table or over-investing for little return?