

Business Health Check – Ignition (Fillable)

Instructions: Rate each item from 1 (low) to 5 (high). Enter numbers in the fields.

1. Strategy & Direction

1. Clear strategy and measurable goals

2. Quarterly priorities aligned to strategy

3. Regular strategy reviews

Notes:

2. Leadership & People

1. Defined roles and accountability

2. Leadership focus time each week

3. Hiring/retention practices working

Notes:

3. Operations & Systems

1. Documented core processes

2. Workflow efficiency (low rework)

3. Reliability of tools/tech stack

Notes:

4. Financial Performance

1. Margins tracked and understood

2. Cash-flow monitored proactively

3. Cost control and budgeting in place

Notes:

5. Marketing & Sales

1. Clear value proposition

2. Top channels identified and tracked

3. Consistent lead nurture and follow-up

Notes:

6. Customer Experience

1. Feedback captured and actioned

2. Retention measured and managed

3. Service recovery is timely and clear

Notes:

Tip: Use the companion Excel 'Metrics That Matter' to track progress over time.

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7. Innovation & Technology

1. Time/space for improvement ideas

2. Automation used where practical

3. New tools evaluated sensibly

Notes:

8. Culture & Change Readiness

1. Values visible in daily behaviour

2. Openness to change and learning

3. Cross-functional collaboration

Notes:

9. Growth & Scalability

1. Capacity to grow without breaking

2. Supplier/partner readiness

3. Data supports growth decisions

Notes:

Summary & Next Steps

- 1) Tally each category's three scores (max 15).
- 2) Prioritise the lowest two categories for immediate focus in Ignition.
- 3) Book your Discovery Call to review results and plan quick wins.

Need help interpreting your results? Visit [The Small Business Engine](#) to book a discovery call.