

Chapter 1 : Assessing Leadership's Support for Employee Wellness

By assessing your industry's potential for globalizing, you can help determine your company's potential. Decide How Global Your Company Can Be Identify barriers to your company's ability to.

To understand and value a company, investors have to look at its financial position. Fortunately, this is not as difficult as it sounds. If you borrow money from a bank, you have to list the value of all your significant assets, as well as all your significant liabilities. Your bank uses this information to assess the strength of your financial position; it looks at the quality of the assets, such as your car and your house, and places a conservative valuation upon them. The bank also ensures that all liabilities, such as mortgage and credit card debt, are properly disclosed and fully valued. The total value of all assets less the total value of all liabilities gives your net worth, or equity. Evaluating the financial position of a listed company is quite similar, except investors need to take another step and consider financial position in relation to market value. All this information is presented to shareholders in the balance sheet. The standard format for the balance sheet is assets, followed by liabilities, then shareholder equity. Current Assets and Liabilities Assets and liabilities are broken into current and non-current items. Current assets or liabilities are those with an expected life of less than 12 months. Since inventory requires a real investment of precious capital, companies will try to minimize the value of inventory for a given level of sales, or maximize the level of sales for a given level of inventory. Current liabilities are the obligations the company has to pay within the coming year, and include existing or accrued obligations to suppliers, employees, the tax office and providers of short-term finance. Companies try to manage cash flow to ensure that funds are available to meet these short-term liabilities as they come due. An acceptable current ratio varies across industries, but should not be so low that it suggests impending insolvency, or so high that it indicates an unnecessary build-up in cash, receivables or inventory. To learn more, read [Dynamic Current Ratio: Non-Current Assets and Liabilities](#) Non-current assets or liabilities are those with lives expected to extend beyond the next year. For a company like The Outlet, its biggest non-current asset is likely to be the property, plant and equipment the company needs to run its business. Long-term liabilities might be related to obligations under property, plant and equipment leasing contracts, along with other borrowings. Learn more about analyzing long-term liabilities in [Financial Statements: Book Value](#) If we subtract total liabilities from assets, we are left with shareholder equity. It is principally made up of the capital contributed by shareholders over time and profits earned and retained by the company, including that portion of the any profit not paid to shareholders as a dividend. Learn more about book value and what it means to investors in [Book Value: The market-to-book multiple](#), while it does have shortcomings, remains a key tool for value investors. You can read more about the market-to-book multiple in the article [Value by the Book](#). Extensive academic evidence shows that companies with low market-to-book stocks perform better than those with high multiples. This makes sense since a low market-to-book multiple shows that the company has a strong financial position in relation to its price tag. Determining what can be defined as a high or low market-to-book ratio also depends on comparisons. A study of it and the footnotes in the annual report is essential for any serious investor wanting to understand and value a company properly. [Trading Center](#) Want to learn how to invest? Get a free 10 week email series that will teach you how to start investing. Delivered twice a week, straight to your inbox.

Chapter 2 : How To Analyze A Company's Financial Position

Use of Resources. To assess your company's marketing strategy, perform a cost-benefit analysis of the use of company marketing resources and the resulting performance increases.

Assessing Employee Performance vs. Unless you are willing to settle for an organization filled with B and C Teams, you need to get tactical about the way you identify and develop top-talent. The first thing to consider is employee performance vs. Historically, employee performance was the main driver in determining succession, rewards, and recognition; however, recent years have shed light on the importance of considering employee potential when creating development plans and performance strategies. You should think of identifying your all-stars along the same dimensions – who is great now and who can be even greater sooner? The difference between high-performers and high-potentials: Luckily – the popular Nine-Box Talent Matrix does just that. It uses performance data from reviews, performance appraisals, peer reviews etc. A real-time snapshot of organizational health is available. As you can see – employees that are in the blue section need to be rewarded and retained! Efforts should be made and strategies devised to hold onto those employees for as long as possible. Ensure that managers are aware of who these individuals are, how to make sure that they are properly engaged and satisfied in their roles, and what positions they are primed to grow into. Employees located in green are your B-Team. They should be strategically developed and monitored in an effort to push them into the next level. Managers should be prepared to assess what is preventing better performance or how to handle high-performers with low potential. Employees in purple are special cases. They are either all performance or all potential. One-on-one meetings with the employee should be conducted to assess their level of engagement and historical data should be revisited to locate possible trends or recent dips in performance or potential. Efforts should be made to answer. What is going on with this employee, can it be remedied, and how? Is the employee not given enough performance feedback? Have they been given the opportunity to show potential? Are they engaged in their current role? Lastly, people in orange can be problematic. What is preventing them from performing, why do they have such a low potential? Is this a problem of motivation? How long have they been working there? Are they just waiting for a better opportunity? How driven were they in the past? Many things should be considered and acted upon – quickly. There are far too many variables appraisal results, results, self-assessment criteria, etc. Why not let technology do the work for you? With an automated EPM software solution then there is no need to map this out manually as the software automatically imports the results from appraisals, assessments, surveys, development plans etc. If you are using an automated talent matrix, then opt for one with an adjustable performance vs. Corporate Executive Board, Corporate Executive Board, July

Chapter 3 : Analyzing Your Business's Strengths, Weaknesses, Opportunities, and Threats - CBS News

Interviews Search consultants are masters at assessing for fit and potential, and many companies hire them to assess current employees for leadership potential. Just beware of the built-in bias that may exist against current employees, i.e., they make a living sourcing external candidates.

Getty The facts are sobering: In fact, a recent study undertaken by the Blackbox seed accelerator found that many tech start-ups failed because they focused more on their product than on their potential customers. The good news is that there are a variety of ways you, as an entrepreneur, can conduct some market research to assess the potential demand for your product or service without spending a lot of money or hiring an expensive market research team. Ask the Right Questions As a first step to determining the potential market for your new product or service, you want to focus on asking a couple of questions of yourself first, says Victor Kwegyir , a business consultant, business motivational speaker, and author of *The Business You Can Start: Spotting the Greatest Opportunities in the Economic Downturn*. Some of the questions you may want to begin with, Kwegyir says, include: Is this product or service I have in mind going to satisfy a market need? Who are my potential customers, and where can they be found? What competition is out there? Is it direct or indirect, local, national, or international? How distinct is my product from what is being offered by the competition? Can the product stand the test of changing trends or take advantage of it before it dies out? Does the law of the land allow for such a business to be established? At what prices are consumers prepared to buy my product, and can I make any profit at any stage? Once you have the keyword results in front of you, click on them and pay attention to the right column of the search, which lists the paid advertising. Going back to the search page or keyword results and [seeing] how many times a day and week this keyword is searched for Crowdsourcing is quick, easy, and you will get an array of positive and negative criticism. If your big idea is a new product, you might also consider pitching it to a product development company like Edison Nation , which, for a modest application fee, evaluates your idea based on the potential market for it. Sell Something, Anything While spending time in front of your computer conducting research and gathering information can be helpful in ascertaining the potential of your product or service, the truth is that the most valuable feedback you can get is whether someone, regardless of what they tell you, will actually hand over money for it. An MVP approach would be, for example, launching a minimalist website where customers are actually prompted to pay for your product or service before it even exists as a way to guarantee the market potential. Similarly, you could post your product or service on a site like Kickstarter.

About this course: Welcome to 10, Women: Assessing Your Business Growth calendrierdelascience.com Sachs 10, Women is a global initiative that fosters economic growth by providing women business owners around the world with business and management education, mentoring and networking, and access to capital.

Take some time to consider what you believe are the strengths of your business. These could be seen in terms of your staff, products, customer loyalty, processes, or location. Evaluate what your business does well; it could be your marketing expertise, your environmentally-friendly packaging, or your excellent customer service. For example, if you and your competitors provide the same prompt delivery time, then this cannot be listed as a strength. It is very important to be totally honest and realistic. Try to include some personal strengths and characteristics of your staff as individuals, and the management team as individuals. Whatever you do, you must be totally honest and realistic: **Recognize Your Weaknesses** Try to take an objective look at every aspect of your business. Ask yourself whether your products and services could be improved. Think about how reliable your customer service is, or whether your supplier always delivers exactly what you want, when you want it. Try to identify any area of expertise that is lacking in the business. For example, you might realize that you need some more sales staff, or financial help and guidance. Is there enough parking, or enough opportunities to attract passing trade? Your main objective during this exercise is to be as honest as you can in listing weaknesses. Try to see the broader picture instead and learn from what happened. It may be that your systems or processes could be improved so that customers are contacted at the right time, so work on boosting your systems and making that change happen rather than looking about for someone to blame. Your customers, on the other hand, may perceive this wealth of experience as an old-fashioned approach that shows an unwillingness to change and work with new ideas. Be prepared to hear things you may not like, but which, ultimately, may be extremely helpful. Completing a SWOT analysis will enable you to pinpoint your core activities and identify what you do well, and why. It will also point you towards where your greatest opportunities lie, and highlight areas where changes need to be made to make the most of your business. The next step is to analyze your opportunities, and this can be tackled in several ways. External opportunities can include the misfortune of competitors who are not performing well, providing you with the opportunity to do better. There may be technological developments that you could benefit from, such as broadband arriving in your area, or a new process enhancing your products. There may be some legislative changes affecting your customers, offering you an opportunity to provide advice, support, or added services. Changes in market trends and consumer buying habits may provide the development of a niche market, of which you could take advantage before your competitors, if you are quick enough to take action. Another good idea is to consider your weaknesses more carefully, and work out ways of addressing the problems, turning them around in order to create an opportunity. For example, the pressing issue of a supplier who continually lets you down could be turned into an opportunity by sourcing another supplier who is more reliable and who may even offer you a better deal. If a member of staff leaves, you have an opportunity to re-evaluate duties more efficiently or to recruit a new member of staff who brings additional experience and skills with them. **Watch Out for Threats** Analyzing the threats to your business requires some guesswork, and this is where your analysis can be overly subjective. Some threats are tangible, such as a new competitor moving into your area, but others may be only intuitive guesses that result in nothing. Think about the worst things that could realistically happen, such as losing your customers to your major competitor, or the development of a new product far superior to your own. Listing your threats in your SWOT analysis will provide ways for you to plan to deal with the threats, if they ever actually start to affect your business. You should now plan to build on your strengths, using them to their full potential, and also plan to reduce your weaknesses, either by minimizing the risk they represent, or making changes to overcome them. Now that you understand where your opportunities lie, make the most of them and aim to capitalize on every opportunity in front of you. Try to turn threats into opportunities. Try to be proactive, and put plans into place to counter any threats as they arise. To help you in planning ahead, you could combine some of the areas you have highlighted in the boxes; for example, if you see an external

opportunity of a new market growing, you will be able to check whether your internal strengths will be able to make the most of the opportunity. For example, do you have enough trained staff in place, and can your phone system cope with extra customer orders? If you have a weakness that undermines an opportunity, it provides a good insight as to how you might develop your internal strengths and weaknesses to maximize your opportunities and minimize your threats. The basic SWOT process is to fill in the four boxes, but the real benefit is to take an overview of everything in each box, in relation to all the other boxes. This comparative analysis will then provide an evaluation that links external and internal forces to help your business prosper. You need to consider all issues carefully, such as whether your Internet system provides everything you need or whether your staffing levels are as they should be. This distance can often help them see answers to thorny questions more easily, or to be more innovative: Your business environment will be constantly changing, so use SWOT as an ongoing business analysis practice.

Chapter 5 : Using SWOT Analysis to Develop a Marketing Strategy - calendrierdelascience.com

If your big idea is a new product, you might also consider pitching it to a product development company like Edison Nation, which, for a modest application fee, evaluates your idea based on the.

In addition to evaluating performance, it looks at exactly how key internal and external influences impacted the performance variables. It examines how you measure company performance and how sustainable any performance increases are likely to be over the longer term. An effective marketing strategy assessment can have a significant impact on the bottom line. In addition, look at alternate uses of resources as measured against potential benefits to make sure company resources are being used to best advantage. When assessing the marketing strategy, examine whether it is possible to achieve your goals while expending fewer resources or by using external resources. For example, a market survey may be performed more efficiently by a supplier specializing in such work instead of by company employees. This part of the assessment ensures that the company and the marketing strategy are using company resources in an optimal way. External Environment Understanding the environment your company operates in is a key factor in the success of a marketing strategy. Assessing your strategy in terms of marketplace influences ensures it addresses market concerns, competition and the regulatory environment appropriately. Look at the actions of each competitor and verify that your marketing strategy responds to competitive threats. If there are political changes or new regulations that impact your company, your strategy must address them. Performance When assessing marketing strategy performance, compare actual results in key indicators such as sales, profitability and customer acquisition to strategic goals. In addition to an overall comparison, examine the effects of specific external and internal factors and how they influenced performance. Isolate factors that are responsible for most of the performance improvement, such as repeat purchases or improved customer satisfaction, and focus future strategic initiatives on these factors. This allows you to streamline the marketing strategy, eliminating attention to marginal influences and making the operation more efficient. Actions The actions taken by employees under your marketing strategy yielded specific results. Your assessment isolates each action and each associated result to ask to what extent they contributed to the targeted performance improvement. Ideally, these actions should have measurable results addressing specific objectives. For example, your strategy may have called for increased promotion of a popular feature or adding customers from a new market segment. When your analysis shows that a particular action was responsible for a substantial increase in performance, you can include similar actions in future marketing strategies and make your strategic approach more effective.

Chapter 6 : How to Assess the Market Potential of Your New Business Idea | calendrierdelascience.com

A fraud risk assessment is a tool that organizations can utilize to determine their exposure to internal and external fraud. The assessment reviews the operations and controls, including policies and procedures, of an organization to determine where gaps exist that could allow a person or group of persons to carry out a fraud against the organization.

Chapter 7 : High Potentials vs. High Performers: A Manager's Guide

the company (if any), identify trends and locations, assess prior and potential fraud within the fraud triangle (opportunity, pressure, rationalization), and identify business process owners.

Chapter 8 : How to Value and Assess your Business: 8 Steps (with Pictures)

While employee development is no cakewalk, failure to assess performance versus potential is a very real business problem. The good news is that it's a solvable problem. It simply takes dedication to identifying your high-potential and high-performing employees, assessing their competencies and attributes, and putting them on the path to success.

Thus, your complete familiarity with your surroundings, the interactions of your coworkers, the conduction of meetings, the interactions of team members, and the artifacts in offices and cubicles will require you to step back and view your workplace environment with new eyes.