

# Business Health Checklist Workbook

Stop reacting.  
Start leading.  
This Business Health Check shows you how.

**tael** business  
advisors

**Running a business is fast-paced. This workbook helps you pause, reflect, and get clear on where you stand.**

**This Business Health Check e-book is designed to give you clarity.**

- By reviewing five core pillars of a healthy business —
- Financial Performance,
- Team Productivity,
- Customer Satisfaction,
- Risk Management, and
- Growth Opportunities.

You'll identify what's working well, what needs attention, and what actions will help you create a more profitable, stable, and scalable business.

**At the end,** use the checklist to assess your business health and discover practical ways Tael Business Advisors and Chartered Accountants can support your success.

**‘Between managing a team, keeping customers happy, and staying on top of finances, it’s easy to feel like you’re constantly reacting instead of confidently planning ahead’**

“Financial performance is the scoreboard of your business decisions.”

# Financial Performance

## Why This Matters:

Financial performance is the engine that keeps your business moving. Even with strong sales, poor cashflow management, underpriced jobs, or uncontrolled spending can quickly erode profitability.

## Pain Points:

- Not sure how you're going to pay the team this week?
- Wondering where your cash is disappearing?
- Inconsistent profits month to month?
- No clear understanding of what jobs or services are actually making money?

## What It Means in Practice:

A financially healthy business will generate predictable profit, know its break-even point, and understand profitable services.

Actions to Improve:

- Implement job costing
- Review pricing regularly
- Create a cashflow forecast
- Track financial KPIs
- Review monthly performance



At TAEL, we work closely with business owners to build clarity, confidence, and control over their financial results.

# How Tael can help

## Business Bootcamp

Tael's Business Bootcamp is a hands-on, no-fluff crash course for business owners who want to level up fast. In just six power sessions, you'll learn how to build a business plan that actually works, make sense of your numbers without the boring jargon, spot the drivers that grow profit, manage real-world risks, and put simple systems in place that make your business run smoother. It's fast, practical, and built to help you win.



## Management Accounts

Our Management Accounts give you a clear, up-to-date pulse check on the financial health of your business. Instead of waiting for year-end surprises, you get regular insights into profit, cashflow, trends, and performance drivers — all explained in a way that actually makes sense. We highlight what's working, what needs attention, and the actions that will keep your business strong, stable, and moving forward with confidence.



## Cashflow Profit Improvement Meeting

Our Cashflow & Profit Improvement Meetings are all about helping business owners get seriously in control of their money. We break down what's actually driving your profit, show you where cash is leaking, and help you put simple, smart fixes in place that make a real difference fast. Every session gives you clear next steps, easy wins, and the confidence to run your business without the stress. It's practical, straight-talking, and built to help you grow.



**“Clarity in your numbers creates confidence in your next move.”**

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## Cashflow Forecasting & Budgeting

Our one-off and rolling Budget & Cashflow Forecast service is built for business owners who want clarity without the complex accounting talk. We break your numbers down in a way that actually makes sense, helping you map out where your cash is going, what's coming up ahead, and how to stay in control. Whether you want a once-over to get sorted or ongoing support to stay on track, this is all about giving you confidence, direction, and zero surprises.

## Accountability Coaching

Our Accountability Coaching is designed for business owners who want structured support, clear direction, and consistent progress. We work with you to set focused goals, translate them into practical action steps, and maintain momentum through regular check-ins and guidance. It's a balanced mix of strategy, support, and honest conversations to help you stay on track and achieve meaningful, measurable results.



## Financial Reporting & Fathom Analytics

We build clean, easy-to-read Fathom dashboards that give you real-time clarity on profit, cashflow, KPIs, margins, and trends. You'll learn what the numbers actually mean, how to use them, and what actions to take next — turning your data into confident, smarter decisions.



## Job Margin & Pricing Analysis

We break down your jobs to show exactly what's making money — and what's secretly costing you. From pricing models to labour recovery to quoting accuracy, we help you tighten up your margins and ensure every job is priced to perform.



# Team Productivity

“Team productivity isn’t about working harder—it’s about working smarter together.”



We help business owners build high-performing, reliable teams that reduce stress and improve job delivery, by clarifying roles and improving efficiency.

## Why This Matters:

Your team is your biggest cost and asset. Productivity issues impact margins, customer experience, and owner stress.

## Pain Points:

- Constantly putting out fires
- Unclear roles
- Unproductive staff
- Jobs taking too long

## What It Means in Practice:

A productive team has clarity, communicates well, and follows systems.

## Actions to Improve:

- Create job descriptions
- Build performance rhythms
- Track time on jobs

# How TAEI can help

## Organisational Review

We help you build a clear, functional structure so everyone knows exactly what they're responsible for. From role descriptions to accountability charts and communication flow, we create alignment across your team — the perfect foundation for strong Management Accounts, smoother systems, and better performance.



## Performance Frameworks & KPIs

We set up practical, easy-to-use performance frameworks that track labour efficiency, job progress, and individual KPIs — giving you the same level of clarity we deliver through our Fathom Analytics and Job Margin & Pricing Analysis. You'll finally know what's driving results, and where improvements will have the biggest impact.

## Systems & Process Development

We work with you to document the systems and workflows that keep your business consistent — from on-site procedures to quoting and customer communication. These become the backbone of stronger margins, better accountability, and more reliable financial performance across all your advisory services.



## Leadership Coaching

Through focused advisory sessions, we help owners and managers build leadership confidence, communication skills, and practical people-management habits. This coaching strengthens the results of your Accountability Coaching, Management Accounts, and Performance Frameworks by making sure the team is led well from the top.



## Capacity & Resource Planning

We analyse your workload, staffing levels, and workflow capacity to show whether you're resourced to deliver — and what needs to change as you grow. This complements your Cashflow & Profit Improvement Meetings and your Budgets & Cashflow Forecasts by tying financial strategy to real operational capability.



**Effective team productivity increases sales by 27% and has been shown to contribute to a 24% increase in profit margin when collaboration is improved strategically.**



**“Customer satisfaction is the strongest predictor of business longevity.”**

**Why This Matters:**

Satisfied customers refer and return. Poor service hurts reputation and margins.

**Pain Points:**

- Complaints or poor communication
- Losing repeat work
- No customer feedback system

**What It Means in Practice:**

Consistent service, communication, and follow-up.

**Actions to Improve:**

- Standardise customer journey
- Use feedback surveys
- Train staff in service
- Monitor referrals

# Customer Satisfaction



**We help businesses build a consistent, professional customer experience that encourages referrals and repeat work.**

# How TAEI can help

## Customer Journey Mapping

We can help you map your full customer experience — from first enquiry to job completion and follow-up — so every step is clear, consistent, and repeatable. This creates smoother operations, stronger brand perception, and better results across your Systems & Process Development and Service Standards work.



## Service Standards & Communication Templates

We can review and provide feedback to ensure you have clean, professional, branded templates for quotes, updates, confirmations, and follow-ups, helping you show up consistently at every touchpoint. It pairs perfectly with your Customer Journey Mapping and strengthens overall brand trust.

## Feedback & Review Systems

We can help you set up simple, effective systems to collect, track, and respond to customer feedback and Google reviews — turning real insights into meaningful improvements. This supports your Performance Frameworks and helps maintain a high-performing, customer-focused business.



## Brand Consistency

We can review to make sure your messaging, visuals, tone, and customer touchpoints all line up with your brand values. This creates a cohesive, professional experience that elevates every service — from templated communications to leadership practices and customer journeys.



## Advisory Support: Customer Retention Strategy

We show you how to analyse your retention rates, referral channels, and customer behaviour to help you build stronger long-term relationships. By linking financial insights from your Management Accounts with real customer patterns, we show you exactly where to focus to increase repeat work and loyalty.

### Strong customer satisfaction:



- **boosts profitability**
- **increases retention and recurring revenue**
- **reduces churn and acquisition costs**
- **improves long-term financial performance**
- **enhances brand reputation and market value.**

# Risk Management

“Every unmanaged risk is a future cost waiting to happen.”



TAEL supports businesses to identify and reduce risk, stay compliant, and protect the business from unexpected disruption., by building continuity plans and providing strategic direction.

## Why This Matters:

Unmanaged risk causes disruption, financial loss, and instability.

## Pain Points:

- No risk register
- Compliance tasks forgotten
- Key-person risk
- Supplier dependency

## What It Means in Practice:

Compliance, continuity planning, and operational safeguards.

## Actions to Improve:

- Build a risk register
- Review compliance
- Update policies and safety docs
- Prepare contingency plans

# How TAEI can help

## Risk Management Meeting

Our Risk Management Meeting gives you a fast, focused deep-dive into the biggest risks facing your business — and the practical steps to get ahead of them. We walk through key operational, financial, safety, HR, and compliance risks, highlight where vulnerabilities sit, and map out clear mitigation actions you can start implementing immediately. It's a rapid, high-value session that helps you start developing your Risk Register.



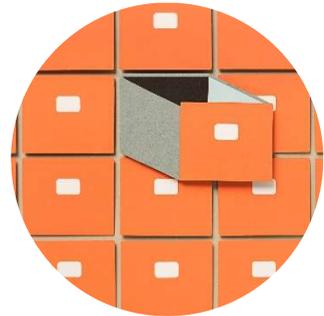
## Risk Register Development

We help you build a practical, easy-to-use Risk Register that covers safety, operational, financial, HR, compliance, and cybersecurity risks — plus clear mitigation strategies for each. It gives you the same clarity and structure you get across our Planning, Cashflow, and Systems work, helping you run a safer, more resilient business.



## Compliance & Policy Reviews

We review your current policies and procedures, highlight any gaps, and help you update the documents that matter most. This supports stronger Systems & Process Development and keeps your business aligned with best-practice standards.



**“Ignoring risks doesn’t make them disappear—it makes them expensive.”**



## Financial & Operational Risk Assessments

Using a structured framework, we assess vulnerabilities across cashflow, staffing, suppliers, and system reliance. It ties directly into your Budgets & Cashflow Forecasts, Management Accounts, and Business Continuity Planning — giving you a full picture of where risks sit and what to prioritise.

## Business Continuity Planning

We help you build practical contingency plans for emergencies, key-person risks, system failures, and operational shutdowns. This ensures your business can keep moving, even when the unexpected hits, and complements your wider risk register and financial planning work.



## Advisory Support for Safer Systems & Operations

We guide you in developing stronger structures, clearer processes, and more resilient workflows that reduce owner-dependence and increase stability. This overlaps naturally with your Leadership Coaching, Risk Register Development, and Systems & Process Development — creating a business that runs safely and sustainably.



**“Risk management turns uncertainty into strategy.”**

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**“If you’re not moving forward, you’re falling behind.”**

# Growth Opportunities

## **Why This Matters:**

Growth requires clarity, strategy, and data—not guesswork.

## **Pain Points:**

- Feeling stuck
- Unsure how to scale
- Working harder without results

## **What It Means in Practice:**

A growth-ready business has a strategy, ideal customer clarity, and strong systems.

## **Actions to Improve:**

- Develop a long-term plan
- Analyse profitable services
- Use data for decisions
- Invest in marketing and leadership



**We help business owners clarify their growth direction and build a strategy that is both achievable and sustainable, by supporting strategic planning, market analysis, and growth execution.**

# How TAEL can help

## 3–5 Year Strategic Planning Workshops

We run engaging, structured workshops that help you get crystal-clear on your long-term vision, ideal markets, product mix, capacity needs, and big-picture priorities. It's a focused strategy reset that aligns perfectly with your Annual Planning and Growth Strategy work.



## Annual Business Plans

We help you create a sharp, actionable annual plan with clear goals, timelines, KPIs, and accountability. It gives you the direction you need for the year ahead — and ties seamlessly into your Management Accounts and ongoing strategic advisory.

## Growth Strategy Development

We work with you to pinpoint your most profitable services, define your ideal customers, analyse competitors, and uncover new market opportunities. This builds a strong foundation for your Marketing efforts and long-term Strategic Planning.



## Innovation & Systems Scaling

As your business grows, we guide you in upgrading systems, strengthening internal workflows, and building scalable processes — helping you expand without chaos. This links directly with your Systems & Process Development and Capacity Planning.



## Ongoing Strategic Advisory Coaching

Regular coaching sessions keep your strategy alive throughout the year. We track progress, measure key growth metrics, review opportunities, and keep momentum strong, so your plans turn into real results.



**Businesses with formal business plans grow 30% faster than those without.**

**Poor planning is cited by 90% of failed startups as a major contributor to failure.**



# Business Health Checklist & Scoring System

Use this checklist to assess the health of each key area in your business.

Tick **Yes** or **No** for each question.

Your score will help you assess the health of each part of your business.

## Financial Performance

Question	Yes	No
Do you regularly review your profit margins?	<input type="checkbox"/>	<input type="checkbox"/>
Is your cash flow consistently positive?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a clear understanding of your business expenses?	<input type="checkbox"/>	<input type="checkbox"/>
Are your invoices paid on time?	<input type="checkbox"/>	<input type="checkbox"/>
Do you track your financial KPIs monthly?	<input type="checkbox"/>	<input type="checkbox"/>
Do you compare actual results against budget?	<input type="checkbox"/>	<input type="checkbox"/>
Do you understand which jobs or services are the most profitable?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a rolling 3–12 month cashflow forecast?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly review your pricing to ensure it covers costs + profit?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have adequate cash reserves for unexpected costs?	<input type="checkbox"/>	<input type="checkbox"/>

## Team Productivity

Question	Yes	No
Do you have clear roles and responsibilities for each team member?	<input type="checkbox"/>	<input type="checkbox"/>
Are your team meeting deadlines consistently?	<input type="checkbox"/>	<input type="checkbox"/>
Do you conduct regular performance reviews?	<input type="checkbox"/>	<input type="checkbox"/>
Is there a system for tracking job progress?	<input type="checkbox"/>	<input type="checkbox"/>
Do you provide ongoing training and support?	<input type="checkbox"/>	<input type="checkbox"/>
Do team members follow documented systems and processes?	<input type="checkbox"/>	<input type="checkbox"/>
Is labour time tracked accurately against jobs?	<input type="checkbox"/>	<input type="checkbox"/>
Does the team communicate effectively with each other and the office?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a clear accountability framework (KPIs, expectations)?	<input type="checkbox"/>	<input type="checkbox"/>
Can the team operate smoothly when you are away?	<input type="checkbox"/>	<input type="checkbox"/>



**“Tell me and I forget. Teach me and I remember. Involve me and I learn.” — Benjamin Franklin**

**“Every satisfied customer is a marketer you didn’t have to hire.”**



### **Customer Satisfaction**

<b>Question</b>	<b>Yes</b>	<b>No</b>
Do you collect feedback from customers regularly?	<input type="checkbox"/>	<input type="checkbox"/>
Is your customer communication timely and professional?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a process for handling complaints?	<input type="checkbox"/>	<input type="checkbox"/>
Are your services delivered consistently?	<input type="checkbox"/>	<input type="checkbox"/>
Do you track customer retention rates?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a defined customer journey or service standard?	<input type="checkbox"/>	<input type="checkbox"/>
Do you follow up with customers after a job is completed?	<input type="checkbox"/>	<input type="checkbox"/>
Do you monitor online reviews and respond to them?	<input type="checkbox"/>	<input type="checkbox"/>
Is your branding consistent across quotes, invoices, and communications?	<input type="checkbox"/>	<input type="checkbox"/>
Do customers often refer you to others?	<input type="checkbox"/>	<input type="checkbox"/>

## Risk Management

Question	Yes	No
Do you have insurance coverage for key risks?	<input type="checkbox"/>	<input type="checkbox"/>
Is your business compliant with industry regulations?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a risk register or mitigation plan?	<input type="checkbox"/>	<input type="checkbox"/>
Are contracts and agreements reviewed regularly?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have contingency plans for emergencies?	<input type="checkbox"/>	<input type="checkbox"/>
Are health & safety procedures documented and followed?	<input type="checkbox"/>	<input type="checkbox"/>
Do you protect your business from cyber risks (passwords, backups, MFA)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a plan for key-person dependency?	<input type="checkbox"/>	<input type="checkbox"/>
Are supplier and subcontractor risks reviewed?	<input type="checkbox"/>	<input type="checkbox"/>
Do you conduct annual risk or compliance reviews?	<input type="checkbox"/>	<input type="checkbox"/>

**75% of enterprises experienced at least one critical risk event in the past year, with cyberattacks and IT failures dominating.**





**“Small businesses grow fastest when they stop trying to compete on size – and start competing on agility.”**

### **Growth Opportunities**

<b>Question</b>	<b>Yes</b>	<b>No</b>
Do you have a clear business growth strategy?	<input type="checkbox"/>	<input type="checkbox"/>
Are you exploring new markets or services?	<input type="checkbox"/>	<input type="checkbox"/>
Do you track marketing ROI?	<input type="checkbox"/>	<input type="checkbox"/>
Is your pricing aligned with value delivered?	<input type="checkbox"/>	<input type="checkbox"/>
Do you invest in technology or innovation?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a 3–5 year strategic plan?	<input type="checkbox"/>	<input type="checkbox"/>
Are you focusing on the most profitable customer types?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly review competitor activity and market trends?	<input type="checkbox"/>	<input type="checkbox"/>
Are your systems scalable (can they handle more clients without chaos)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you actively measure and plan capacity for future growth?	<input type="checkbox"/>	<input type="checkbox"/>

# Business Health Checklist & Scoring System

Each 'Yes' answer = 1 point. Each section contains 10 questions. Your score for each area helps you understand how well your business is performing.

Score	Rating	Meaning
8–10	Excellent Health	Strong systems, clear visibility, ready for growth.
5–7	Needs Improvement	Some foundations are in place but key gaps limiting potential.
0–4	At Risk	Major issues present – urgent action needed.

Add all five section scores together. Maximum score = 50. Use the table below to interpret your total business health rating.

Total Score	Overall Rating	Meaning
40–50	Thriving	Stable, scalable, and ready for accelerated growth.
25–39	Developing	Doing well but missing consistency—perfect time for advisory support.
0–24	Critical	Exposed to financial or operational risks—immediate action recommended.

## If you score below 40 overall (Developing or Critical):

Your results show there's real opportunity to strengthen the financial health, structure, and performance of your business.

Tael's advisors specialise in building stronger systems, improving cashflow, lifting team performance, tightening customer experience, and reducing operational risk — all the key areas that drive long-term stability and growth.

👉 Book a free 20-minute Business Health Review to unpack your score, identify your quick wins, and map out your next best steps.

## If you score below 25 (Critical):

Your score suggests your business may be exposed to financial or operational risks that need attention now.

Tael can help you stabilise quickly by improving cashflow visibility, tightening systems, restructuring workloads, and rebuilding control so you can move forward with confidence.

👉 Let's get you back on track — book your free 20-minute Business Health Review.

## If you score 40–50 (Thriving):

You're already performing well — now is the perfect time to accelerate. With a strong foundation in place, your next step is building a clear 3–5 Year Strategy to scale sustainably, improve capacity, and pursue bigger opportunities.

👉 Level up your growth pathway with a Strategic Planning Workshop.

If you would like help, please contact us

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**At TAEL, our  
purpose is simple  
but powerful: to  
help businesses  
succeed.**



**tael**

**BUSINESS ADVISORS &  
CHARTERED ACCOUNTANTS**