A PRACTICAL SELF-CHECK

The Business Health Gap Checklist

12 Questions Every Business Leader Should Ask

Your financial results tell you how your business has performed. But do you know what's happening beneath the surface?

Take a few minutes to consider these 12 statements. Tick each one you can confidently say is true of your organisation.

Leadership — Expectations, trust, accountability and feedback

1	Our leaders clearly communicate expectations and responsibilities.	☐
2	There is genuine trust and respect between management and employees.	☐
3	People are held accountable for commitments and results.	☐
4	Our leaders regularly provide useful feedback and support.	☐

Strategy — Direction, alignment and communication of change

5	Everyone understands where the business is heading.	☐
6	Employees understand how their work contributes to business goals.	☐
7	We actively identify future challenges and opportunities.	☐
8	We communicate changes in business direction clearly and effectively.	☐

Culture — Values, voice, engagement and growth

9	Our people demonstrate our values through their everyday behaviour.	☐
10	Employees feel comfortable expressing opinions and concerns.	☐
11	Our team is engaged, motivated and proud to work here.	☐
12	Employees have opportunities to develop professionally.	☐

Statements you can confidently confirm

Count your ticks, then turn the page to see what they may reveal.

_____ / 12

YOUR RESULTS

What do your answers reveal?

10–12 ticks

Your business appears to have strong foundations. But would your employees agree?

7–9 ticks

There may be some important gaps worth exploring.

4–6 ticks

Several areas may need attention. Do you know which are having the greatest impact?

0–3 ticks

Your business may have significant opportunities for improvement.

This checklist is a self-assessment for discussion purposes. Its result ranges are not official Business Excellence Indicator classifications.

HERE'S THE QUESTION THAT REALLY MATTERS

Would your employees agree with you?

You've just assessed your business from your perspective. But what would happen if we asked your employees the same questions?

Would your leadership team see things differently from your frontline employees?

And what might those differences be costing your business?

Leadership
Trust, communication and accountability

Strategy
Clear direction, understood and acted on

Culture
The lived experience of your organisation

The **Business Excellence Indicator (BEI)** goes beyond assumptions by measuring Leadership, Strategy and Culture across your organisation, identifying the gaps and providing a starting point for meaningful improvement.

Don't just assume your business is healthy. Find out.

Talk through your results

Your consultant can explain what your answers suggest and how the Business Excellence Indicator could show what your people really experience.

Prefer instant results? Ask them for a link to the online Business Health Gap Check.

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