

Small Business Check-Up

Do I need a business plan? Is my advertising effective? Are my staff members productive? How do I compare to other businesses? How can I improve my operations?

The average small business confronts these kinds of questions. That's why the Leadership and Management Development Council of British Columbia (LMDC), with funding support provided by Western Economic Diversification Canada and the Ministry of Small Business and Revenue, has developed the Small Business Check-Up, a free, online diagnostic tool designed to help BC's small business owners and managers develop action plans to improve their business operations.

"The Small Business Check-Up is a crucial initiative for small business in BC," says Kathi Thompson, president of the LMDC. "It will help business owners and managers pinpoint their companies' strengths and weaknesses, compare their results to similar businesses in the province, and develop action plans to improve their operations."

Using the Small Business Check-Up is a simple, four-step process:

- **Step 1: Complete the questionnaire** – Answer a series of multiple-choice questions about your business, background, objectives, skills, strengths and weaknesses, and management practices.
- **Step 2: Compare your responses** – See how you stack up against other small business in BC.
- **Step 3: Identify opportunities for improvement** – Define three or four specific areas you want to target. (The Check-Up will help you decide by grouping your responses, highlighting some of the possible implications, attaching priority ratings to your responses, and linking you to information sheets that further discuss key issues.)
- **Step 4: Prepare or update your action plan** – Develop or update strategies and an action plan. (The Check-Up will help by providing examples and links to resources.)

Try it out for yourself – it's free!

You'll find the Small Business Check-Up at www.leadershipmanagement.bc.ca/.

Established in 1995, the Leadership and Management Development Council of British Columbia is a non-profit society that acts as both a catalyst for the enhancement of

leadership and management capabilities among small and medium-sized businesses in British Columbia, and as a means for collective learning and sharing of information.

The Small Business Check-up is designed to be only a guide to aid in the review of skills, management practices, and business performance and should be used in conjunction with other resources. It is not intended to replace legal, accounting, or other professional services or advice.

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