

# Business Health Check

This questionnaire will help you understand what are the weaknesses and strengths in your current business. Performing a Health Check on your company will help you not only understand opportunities for growth, but also help you stay ahead of disruptions, and when it's time to reconfigure your business model before growth declines.

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## Part 1: Communication

Have you completed a Business Model Canvas or Lean Canvas and shared it with your team?

highly disagree  1       2       3       4       5 highly agree

Have you communicated internally about what your value proposition is?

highly disagree  1       2       3       4       5 highly agree

Are your stakeholders and your team in agreement about the value proposition?

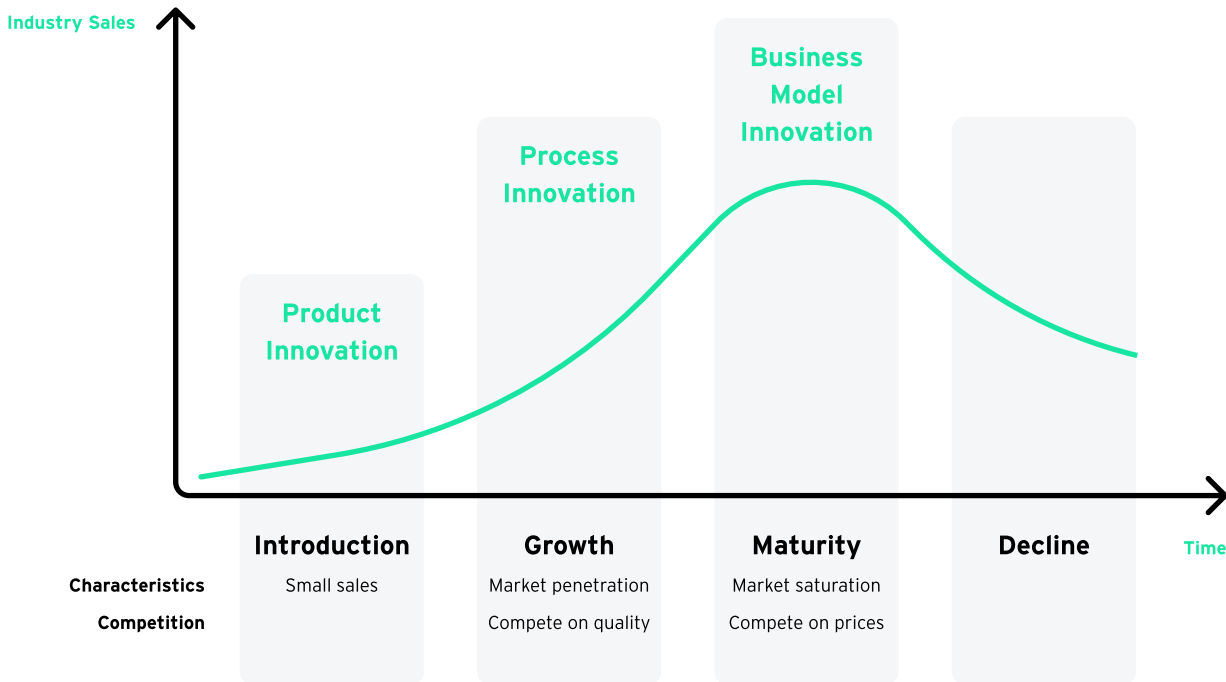
highly disagree  1       2       3       4       5 highly agree

Did you answer to any of the questions with 1, 2, or 3 (disagree to highly disagree)? Define actions you can take to come to a consensus on what your business model is.



**Part 3: Industry maturity and competition**

Where are you in this cycle? If you wait for declining sales to take action, it is already too late.



	Introduction	Growth	Maturity	Decline
<b>Characteristics</b>	Small sales	Market penetration	Market saturation	
<b>Competition</b>		Compete on quality	Compete on prices	
	<b>Introduction</b>	<b>Growth</b>	<b>Maturity</b>	<b>Decline</b>
<b>Characteristics</b>	Small sales High cost Low quality	Dominant design Increasing sales Market penetration	Commoditization Market saturation	Over-saturation of the market Declining Sales
<b>Competition</b>	Compete on performance	Compete on quality	Compete on prices & convenience	
<b>Type of Innovation</b>	Product innovation	Process innovation	Business model innovation	

Is your business in the maturity or decline phase? Be prepared and start with new business model research before your industry sector becomes too mature and saturated. Define the action you and your team are going to take in order to come up with the new business model.

**Part 4: Technological discontinuities**

Monitor for potentially disruptive technologies and incorporate and adapt before new technologies take over.

What technologies is your business model relying on?

What are technologies competing with them?

What emerging technologies are able to fulfill the same value proposition, even if not profitable yet?

Define your path forward. For each technology, decide whether you want to monitor them passively or integrate capabilities to adopt them. What are your next actions in each case?