

Checklist - Employee Satisfaction and Motivation

**Ideas for Leveraging Company Benefits
That Create Long-Lasting
Employee Satisfaction**



**Over 475 ideas & suggestions
that provide employee satisfaction
and increase motivation**

**Retail Price: \$19.95
Retail Value: ∞**

The
Nitty Gritty, Down N' Dirty, Savvy Strategies®

EMPLOYEE BENEFITS
(To Help Provide Employee Motivation and Satisfaction)

Self-Assessment Checklist

Over 475 tactics & strategies
to help your company
provide employee satisfaction

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By

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INTRODUCTION

Motivating employees and keeping them motivated is one of the most difficult, and most rewarding, activities of a senior manager. Even in the most difficult of economic times, we know that employees have choices regarding the company, and the culture, they prefer to work in. This checklist is designed to be a self-assessment management tool for conducting an evaluation of your company's employee benefits and employee motivational strategies. The evaluation process contained on the following pages is simple, yet thorough, and will offer direction for improvement if conducted in a careful, thoughtful manner. This self-assessment tool is designed for the serious management team that truly wants to evolve their business to the next level of growth and profitability via the strategy of employee satisfaction.

In every business, opportunities abound for improvement. Increasing revenue, improving customer relations, and reducing costs are three critical elements for improving long-term profitability. However, succeeding in these three areas is directly related to a highly motivated team of employees who will implement key strategies and will act as if "they own the business". A comprehensive self-assessment process, such as this one, will keep you focused on your mission of motivating your employees.

While many of the benefits and strategies described herein can be applied in most any type of business, all of them do not apply in all business environments. Some are for small businesses, some are for large businesses, and some of them may apply only in very specific situations. Some benefits and strategies are free, many have minimal cost, and others may require a substantial investment. Some require only an attitudinal change while others may require a change in a process or a procedure. However, all of these topics merit your consideration as you begin to develop a strategy for creating a better working environment and a unique culture for your employees.

Helpful Hint: As mentioned above, the assessment process is quite thorough and can require a considerable amount of time. However, it is important to emphasize that it is not necessary to complete the assessment in one sitting, in one day, in one week or even in one month. Selecting one, two, three or more of the major categories in this document as a priority on which to focus can be a more practical approach than trying to "do it all" at one time. Also, you may want to consider a methodical process whereby you and/or your management team (or key employees) conduct the assessment using a different module each week. Remember, this checklist is a reference manual that can be utilized time and time again on an as needed basis on your personal timetable.

Each module has a simple, two-part process. The first part of the assessment process entitled "BENEFITS" allows you the ability to take an inventory of all the benefits and motivational tools your company presently offers. This can be done quickly and easily and will rapidly isolate any problem areas as well as identify opportunities for quickly improving your culture. This process will no doubt generate much discussion among the senior management team. The second part entitled "IMPLEMENTATION" is a management process for prioritizing and managing the implementation of any benefit or strategy as well as identifying the strategies that will make the biggest impact on your culture.

Conducting this self-assessment process on an annual or semi-annual basis will keep you focused on employee satisfaction. Sharing the results of this self-assessment process with your employees and assigning them a specific problem to address can be a valuable training exercise and/or employee development tool. If a number of problems have been identified, it will be important to prioritize your actions based upon the highest and best return that can be achieved for the amount of investment you can make at this time. Additionally, comparing previous results with current performance will determine the rate of progress you have made in each area. Committing to conducting such an assessment on a regular basis will result in a continual improvement process that in turn will generate a higher level of employee satisfaction, loyalty, and profitability.

The “Keys” for conducting the self-assessment are as follows:

NA	=	This benefit or strategy is <u>N</u>ot <u>A</u>pplicable to your business at this time.
Yes	=	Yes, this is currently being done at a satisfactory level.
No	=	No, this is not being done at a satisfactory level or is not being done at all.
Priority	=	On a scale of 1 to 5 with “1” having the highest impact on image, customer service, employee satisfaction, ease of implementation, and profitability. The highest impact items should obviously be addressed immediately.
Responsible Person	=	The Person Responsible for improving or implementing this benefit or strategy.
Due Date	=	Due Date for completion of this strategy.

Like your company, most other companies are looking for opportunities to hire (or steal) the most talented personnel. A portfolio of excellent employee benefits combined with outstanding motivational strategies can both attract and retain top quality talent. If you don’t take pre-emptive action to improve your company culture on a regular basis, your employees may seek employment elsewhere. Revenue, profitability, and customer satisfaction will then suffer. However, implementing one, two or more improvements based on this self-assessment process could possibly result in 10X, 20X or 100X return on both the time and money you have invested in this process. You have made an investment by purchasing this document. Now conduct the assessment! Your employees will be glad you did. And, when the results show on your bottom line, you will be glad you did also.

Comments, Critique, Recommendations, or Submittals:

Please direct any comments, critique, or recommendations to Jim O’Donnell of Jaguar Management Consulting Group, Inc. at the address on the cover page. Your comments and suggestions are most welcome, will be carefully reviewed, and will be included in the next published edition. Your critique will help improve this self-assessment checklist for the benefit of all businesses and their employees.

To review other self-assessment checklists for bringing your company to the next level of growth and profitability, visit WWW.Checklists4Business.com

This information contained herein does not constitute legal, professional, or commercial advice. The author, publisher, or sponsors of this self-assessment checklist/workbook are not engaged in rendering, by either the sale or distribution of this publication, legal, consulting, accounting, or other professional services. Users of this checklist/workbook assume full responsibility for all decisions made as a result of using this self-assessment process. The reader is encouraged to employ the services of a competent professional in all such matters.

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Localization Service

Get Your Business Listed on the first page of Google

**If you do nothing else with Internet Marketing - -
you MUST do this!**

Localization: How do you get your business listed on the first page of Google? The Map, the red Placemarkers, the business image, and the listings shown below is just one example. As you can see, the map and the listings appear at the very top of Google Maps search engine results pages for most local searches (Similar maps and listings appear for Yahoo and MSN/Bing). This example is the result of entering "Restaurants in New York City" in Google's search bar. The Listings and Map are the very first items a potential customer sees when they do a search for "Restaurants in New York City". It is at the top of the page; it is colorful and immediately a potential diner's eyes are drawn to it. If you are listed here, there is a very high probability you will gain new customers!

Blue Hill
4.5 ★★★★★ (282) · \$\$\$\$ · American
Farm-to-table American fine dining
75 Washington Pl
Opens at 5:00 PM

>
MORE INFO

Gramercy Tavern
4.6 ★★★★★ (827) · \$\$\$\$ · American
New American fine dining & a buzzy bar
42 E 20th St
Coffee · Tourists · Usually a wait

>
MORE INFO

Daniel
4.6 ★★★★★ (562) · \$\$\$\$ · French
Jacket-required French fine dining
60 E 65th St
Opens at 5:30 PM

>
MORE INFO



Wouldn't you like to have your Business listed in the Map for your city and Local Area?

This works for just about any business in any city or town. Most any business will display in a Map Listing format. The best optimized listings will also appear on Google's natural listings page also. Clothing Store in Chicago, Health Club in Phoenix, Spas in Boston, Attorney in Washington DC, Hair Salon in Miami, Car Dealer in Atlanta, Plastic Surgeon in Los Angeles, Home Repair in Cleveland, etc. This works in both large cities and small towns. It also works for large businesses or a small local business. It will work for your business regardless of your business niche.

How much money would it be worth to your Business if it was displayed in Google's listings for your city and Local Area?

Do this Right Now! Let nothing, absolutely nothing, interfere with your immediate action! Don't watch your competitors make the money you could be making by taking away potential new customers. Intending to do this some other time probably means you'll never do it. Taking action now means you can have more customers in just a matter of weeks - - you know it is the right thing to do for your business. Send an email to Jim@Crevand.com with the title "Google Local Profile" in the message line right now so we can start building your Business Profile in a matter of days!

I. HEALTH BENEFITS: *(Partial)*

65 Benefits and Strategies to be evaluated

No.	Benefits and Strategies to be Evaluated:	BENEFITS			IMPLEMENTATION		
		NA	Yes	No	Priority	Responsible Person	Due Date
1.	100% paid health insurance						
2.	90% (= or >) paid health insurance						
5.	Pre-tax Medical Spending Account						
6.	Paid sick days						
7.	100% paid dental insurance						
10.	100% paid eye care						
14.	Prescription drug plan						
15.	100% paid disability – long term						
22.	Fully paid life insurance						
24.	Life insurance on employee's spouse						
25.	Life insurance on employee's children spouse						
26.	Domestic partner benefits						
27.	Pet insurance is offered at a discount						
30.							
31.	Maternity/paternity leave						
34.	Mental health care plan						
35.	Annual health fair day						
40.	Flu shots - low-cost/no-cost						
41.	Non-smoking assistance						
42.	Smoke-free work environment						
43.							
47.							
50.	Nutrition seminars						
51.	Stress Management seminar						
52.	Safety seminars/committee						
53.	Health club on-site						
55.	Fitness room/shower facilities						
58.	Yoga classes						
59.	On-site walking or running trails						
60.	Lunch walking groups						
61.	On-site wellness seminars						
64.	Wellness newsletters						

If you have a business associate or family member that owns or manages a retail store, this Checklist will help them manage their store. **Retail Store Self-Assessment Checklist:** Retail storeowners and managers can now conduct a thorough “Self-Assessment” of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,000 tactics, strategies and action items for evaluating twenty-five different operational categories ranging from store image to customer service to operations management; all designed to bring your retail store to the next level of growth and profitability. For more information, go to [Retail Store Checklist](http://www.checklists4business.com/retail-store-checklist.html) or <http://www.checklists4business.com/retail-store-checklist.html>

III. CAREER BENEFITS: *(Partial)*

46 Benefits and Strategies to be evaluated

No.	Benefits and Strategies to be Evaluated:	BENEFITS			IMPLEMENTATION		
		NA	Yes	No	Priority	Responsible Person	Due Date
1.	100% tuition reimbursement						
2.	Partial tuition reimbursement						
4.	Attendance at industry trade shows						
6.	Department orientation checklist for new employees						
7.							
9.	On the job training						
10.	Group coffee meetings with the CEO						
11.	Individual meeting or lunch with the CEO						
12.	Lunch N' Learn short seminars on varied topics						
17.	Temporarily loan employee (s) to another company						
19.	Verbal & written evaluations done yearly						
21.	Opportunities for key employees to work on high profile special projects						
24.							
25.	If a layoff, severance package is fair and consistent						
30.	If a layoff, locating another job assistance is provided with company contacting other companies about possible job opportunities						
32.	Early shift/late shift flexibility for parents with children						
33.	Telecommuting option for selected positions						
34.	Compensatory time off/pay for excess hours worked						
35.	Job sharing for selected positions						
36.	Job shadowing						
40.							
41.	Leadership training is provided						
42.	On-site focused seminars are provided (PC, computer, time management, etc.)						
43.	Mentor a non-profit organization for employee development						
44.	A "promote from within" policy exists						
46.	Employees have access to a business and profess development portal created by the company or through a third-party arrangement.						

If you have a business associate that owns or manages a restaurant, this Checklist will help them with their business. **Restaurant Self-Assessment checklist:** Restaurant owners and managers can now conduct a thorough “Self-Assessment” of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,350 tactics, strategies and action items for evaluating thirty- two different operational categories ranging from restaurant image to customer service to operations management; all designed to bring your restaurant to the next level of growth and profitability. For more information, go to [Restaurant Checklist](#) or <http://checklists4business.com/restaurant-checklist.html>

VII. CONVENIENCE BENEFITS: *(Partial)*

27 Benefits and Strategies to be evaluated

No.	Benefits and Strategies to be Evaluated:	BENEFITS			IMPLEMENTATION		
		NA	Yes	No	Priority	Responsible Person	Due Date
1.	Company library						
2.	On-site ATM machine						
3.	On-site concierge service						
4.	Dry cleaning pick-up/drop off						
5.	Tailoring/sewing pick-up/drop off						
6.	Medical screening van visits company parking lot						
8.	Auto detailing on site						
9.	Tax preparation on-site						
10.	Company store with cards, flowers, convenience items, company merchandise, etc.						
11.							
12.							
13.							
14.	Daily free snacks						
15.	24-hour vending machines with meals						
16.	Full serve cafeteria						
17.	On-site subsidized cafeteria						
18.	Kitchen area with appliances						
20.	Internet café/free use of the Internet						
21.	Free use of company copy machine						
23.	Mailroom & postal services available						
25.	Direct deposit of paychecks						
26.	Automatic payroll deductions						
27.	Dress down days						

Internet Marketing

Top search engine ranking equals business success!

To have your business web site ranked on the first page of search engines, link-building is currently the most effective strategy. However, quality of links is far more important than quantity. Additionally, having links from a variety of sources is also very important. These two factors, combined with the timing of when links are built, the quality of the sources for where links are built and the percentage of links from each individual source, comprise an effective link-building program.

**Organic Listings generate 85% to 90% more
traffic on Google than paid advertising.**

We carefully monitor all these factors each and every month before we perform the next month's link-building tasks. Because of this, the critical tasks we perform for your business are different each and every month. We don't do "cookie cutter" programs. The strategy we use for your business will be different than the strategy we use for other businesses. We don't promise that we will build you a "huge" quantity of links as many others do, but we will build you the right links from the right sources at the right time to give your business the right results. And, each month we will provide you with a report that shows you progress with your page rankings. Visit www.Crevand.com or call Jim on 603.569.4600. See a complete description of our cost-effective Online Business Development and Internet Marketing Services in the Addendum.

X. COMPANY CELEBRATIONS: *(Partial)*

36 Benefits and Strategies to be evaluated

No.	Benefits and Strategies to be Evaluated:	BENEFITS			IMPLEMENTATION		
		NA	Yes	No	Priority	Responsible Person	Due Date
1.	Catered breakfast						
2.	Hawaiian luau						
3.	Ice cream party						
4.	Donut or bagel day						
5.	Chile cook-off						
6.	Pie baking contest						
7.	Popcorn day						
8.	Tropical day						
9.	Potluck lunch day						
10.	Monte Carlo night						
11.	New year kick- off party						
12.							
13.							
14.							
15.	Monthly pizza parties						
16.	Lunch out once a month						
17.	Home baked goodies each Monday						
18.	Staff appreciation week						
19.	Drawings for prizes						
20.	A massage for each employee						
21.	Small gift on each employee's desk such as candy, pen, stress ball, memory stick, etc.						
22.							
23.	Free ice cream when the temperature hits 90°						
24.	On snowy days free lunch is ordered & delivered						
25.	Birthday baskets with personalized goodies or another small gift						
26.	Birthday party						
27.	Birthday lunch						
28.	Night out at the movies						
29.	Annual summer event (lobster picnic, barbeque, clam bake on a beach, etc.)						
30.	Annual winter event						
31.	Christmas/holiday season party						
32.	Christmas/holiday season gift basket						
33.	Overnight party at a Bed & Breakfast						
34.	Individual holiday						
35.	Bring a pet to Work Day						
36.	CEO hosts a barbecue at their home						

Business Anniversary and Celebrations Checklist: This checklist has nearly 400 ideas to help your business enjoy its important milestones and celebrate its employees and customers. Many helpful marketing and fun activities for restaurants, retail stores, children themed stores and numerous ideas for any other types of business. Have fun!

James S. O'Donnell - - Bio

Mr. O'Donnell is a Founding Partner of **Crevand, Inc.** a specialty Online/Internet Marketing Strategy company formed with his son, Dan, in 2008. Crevand's creative strategies uniquely enable businesses of all sizes the ability to leverage their online assets to out-market their competition and effectively manage their marketing campaigns for raising brand awareness, both online and offline. Crevand, Inc. is a trusted SEO agency with an expertise in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) that offers its clients a customized range of proven marketing services that deliver results. With over ten years of experience optimizing and ranking web sites for increased search engine presence, online branding, traffic generation and top rankings, we provide clients with targeted search engine traffic and cost-effective SEO campaigns with a high ROI. Research and data are the backbone of every SEO campaign. In a continually changing search market, testing, data, and knowledge is what drives our client success. As an innovative online marketing agency that emphasizes creative marketing campaigns through SEO/SEM solutions, targeted content marketing and data driven research, Crevand, Inc. will create a high visibility online presence for your business that will generate quality traffic resulting in increased business revenue. Crevand has two offices, one in Wolfeboro, NH and the other in Boise, ID.

He also founded **Jaguar Management Consulting Group, Inc.** in Kingston, NH in 1995 to counsel business owners and senior management teams struggling with growth and cash flow constraints. He provides practical, cost-effective traditional marketing and online marketing strategies, business development and growth strategies, financial management controls, and turnaround management methodologies to revitalize and reposition the business for profitability. Although he still consults, his primary endeavors are now focused on Crevand, Inc. In his consulting capacity, Mr. O'Donnell has counseled hundreds of businesses to effectively manage their bottom line, increase revenues, and implement cost control strategies.

Prior Responsibilities and Experience: Mr. O'Donnell has served both the Public and Private sectors and has consulted with companies of all sizes. He has completed a CFO/COO project to turnaround a telecom company where this company was restored to profitability as well as implementing a series of highly successfully Search Engine Marketing Strategies. Previously, he managed an eight-year, part-time consulting contract with the **City of Portsmouth, NH Economic Development Dept.** with services that included developing and implementing marketing strategies, business development processes, business planning, conducting productivity studies, financing strategies, and conducting business seminars for over 375 businesses. Concurrently, he also fulfilled a three-year, part-time consulting contract with the **City of Somersworth Economic Development Dept.** providing similar services as in Portsmouth to over 50 small businesses. Additionally, he proposed and managed a long-term, part-time contract with the **New Hampshire State Port Authority** counseling fisherman leaving the fishing industry to start new ventures.

Mr. O'Donnell was President of a publicly traded computer company that marketed software products and services for managing municipalities. This was a turnaround situation where the company was restored to a break-even position. Additionally, he held a number of senior management positions chartered with the mission of starting new international Consultancy, Professional Services and Customer Services divisions where he had complete P&L responsibility for revenue generation, business development, marketing and sales strategy, productizing intangible services, financial management, and building successful, responsive, and profitable organizations at **Prime Computer, Symbolics, Inc.,** and **Applicon/Schlumberger.**

Jaguar Consulting has developed a number of **Self-Assessment Marketing and Management Guides and Checklists** whereby businesses can conduct internal assessments for identifying both growth opportunities and areas of inefficiency. These products include a One Month Business Tune-up Checklist, Retail Store Self-Assessment Checklist, Restaurant Self-Assessment Checklist, Business Start-up Checklist, Employee Benefits Checklist, and a Checklist for Selecting an Assisted Living Facility for Yourself or a Loved One.

Mr. O'Donnell has taught several seminars and workshops that include Starting a Small Business, Business Planning, Managing Through a Difficult Economy, Google is Your Friend, and various Internet Marketing Strategy topics.

Education: Mr. O'Donnell holds an MBA from Babson College, a Bachelor of Business Management from Merrimack College where he graduated with the highest-Grade Point Average in the Business Administration Program, and an Associate of Mechanical Engineering from Franklin Institute of Boston.

Community: He has served as a Board Member for the Kingston Children's Center for three years, Atlantic TurnKey Corporation for two years, New Hampshire State Port Authority's Fisherman's Revolving Loan Fund for three years and the Society of Professional Consultants for four years as well as Management Advisory Committees for several small businesses, the Advisory Board for the University of New Hampshire's CEO Forum, a member of US Senator John E. Sununu's Small Business Advisory Group, the Portsmouth Chamber of Commerce's Business Development and Technology Roundtable Committees, three years as a judge to annually select the Top Ten Best Company's in NH, and for four years was the New Hampshire State Director for the nationally known FastTrac™ Business Planning Programs. He also received an "Excellence in Business Counseling" award at the NH Economic Development Conference in December 2000. In May 2017, Mr. O'Donnell was appointed to the Town of Wolfeboro's Economic Development Committee as an Alternate Member for two years.

Personal: Mr. O'Donnell has been married 50+ years, and to the same great lady. He enjoys spending time with his four adult children and his grandchildren. Leisure time activities include traveling, hiking, walking on the beach with his wife, snowshoeing, kayaking, classical music and reading. Recently he has taken up swimming and participated in the swim leg of the NH Granite Man triathlon the past three years. One of his goals is to have a part-time business with each one of his children and grandchildren for both fun and profit.

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Other Business Checklists - - Descriptions

Retail Store Self-Assessment Checklist: Retail storeowners and managers can now conduct a thorough "Self-Assessment" of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,000 tactics, strategies, and action items for evaluating twenty-five different operational categories ranging from store image to customer service to operations management; all designed to bring your retail store to the next level of growth and profitability.

Restaurant Self-Assessment Checklist: Restaurant owners and managers can now conduct a thorough "Self-Assessment" of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their profitability. This unique management tool features over 1,350 tactics, strategies, and action items for evaluating thirty-two different operational categories ranging from restaurant image to customer service to operations management; all designed to bring your restaurant to the next level of growth and profitability.

One Month Business Tune-up Checklist for Large and Medium size companies: Re-energize and re-focus your company with this "Do It Yourself" turnaround management tool for performing an enterprise wide "Tune-up" of your company's operations. This self-assessment tool is designed for the serious management team that truly wants to evolve their company to the next level of growth and profitability in ONLY one month. Utilizes a unique daily process featuring over 550 tactics, strategies, and action items for evaluating all operations within your business over a 30-day period. In every company, opportunities abound for improvement. Utilize this checklist to re-vitalize your company by eliminating time-wasting activities, inefficient processes, and the unproductive patterns and tasks that many companies slowly and unknowingly become immersed. Turn around your business now!

Checklist for Selecting an Assisted Living Facility for Yourself or a Loved One: Contains over 650 items to be considered when making this critical family decision. If you have a family member, friend, relative, neighbor, or business associate considering an Assisted Living Facility lifestyle for themselves or a family member, this checklist will make the decision-making process much easier. This checklist is based on our family's four years of personal experience with selecting an ALF for my Mother-in-law, handling several of her medical emergencies at the ALF, and working through several management changes at the ALF.

Employee Benefits (Employee Motivation) Checklist: Motivating employee's and keeping them motivated is one of the most difficult, and most rewarding, activities of a senior manager. Even in the most difficult of economic times, we know that employees have choices regarding the company, and the culture, in which they prefer to work. This checklist is designed to be a self-assessment management tool for conducting an evaluation of your company's employee benefits and employee motivational strategies. Offering over 475 ideas, this self-assessment tool is designed for the serious management team that truly wants to evolve their business to the next level of growth and profitability via the strategy of employee satisfaction.

Start-up a Small Business Checklist: With over 400 insightful questions and action steps, this checklist will educate you regarding the key elements and considerations required to ensure the successful launch of your new business. This checklist is based on the author's experience with hundreds of small businesses.

Business Anniversary and Celebrations Checklist: This checklist has over 400 ideas to help your business enjoy its important milestones and celebrate its employees and customers. Many helpful marketing and fun activities for restaurants, retail stores, children themed stores and numerous ideas for any other types of business. Have fun!

