

Checklist: One-Month Business Tune-up Process

A Comprehensive Business Process to Re-energize and Re-focus Your Large or Medium-Size Company for Growth and Profitability in Only 30 Days



Daily and weekly use of the strategic steps and action items in this improvement process will strengthen your business in 30 days.

Retail Price: \$97.00

Retail Value: ∞

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

**“ONE MONTH
BUSINESS TUNE-UP”™**

“Do it Yourself” Checklist

for

Re-energizing and Re-focusing

Your Large or Medium Size Company

Over 550 tactics & strategies
to be considered for
turning around your company

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By

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RE-ENERGIZE and RE-FOCUS YOUR COMPANY - -

A One Month “Do It Yourself” Plan of Action!

The “One Month Business Tune-up” checklist is a “Do It Yourself” management tool for performing an enterprise wide “Tune-Up”, or revitalization, of a large or medium size company, a division that has P&L responsibility, or a wholly owned subsidiary. The evaluation process is comprehensive, all encompassing, and provides a road map for building a profitable and more dynamic company.

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, is committed to allocating the required resources, and is willing to “stay the course” for only one short month. The time invested in conducting the “One Month Business Tune-up” will pay large dividends in the form of operational efficiencies, increased revenue and greater profitability.

In every company, opportunities abound for improvement. Increasing revenue, improving customer relations, and reducing costs are three critical elements for improving long-term profitability. A comprehensive self-assessment process, such as this one, will keep you and your management team focused on the company’s mission and on maintaining profitability

While many of the tactics and strategies described herein can be applied toward most any type of business, all of them do not apply in every business or marketing environment. Some may apply only in very specific situations depending on how your company has positioned itself in the marketplace. Some tactics 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 strategies merit your consideration as you begin to develop a methodology for implementing a “continuous improvement process” for your company.

Each module has a simple, two-part process. The first part of the assessment process entitled “**ASSESS**” will rapidly identify the strategies and process for quickly improving the company’s operations. This process will no doubt generate much discussion among the senior management team. The second part entitled “**IMPLEMENT**” is a process for managing the implementation of strategies that will make the biggest impact on your profitability.

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

Yes	=	Yes, the company needs to take action on this item.
NA	=	No, the company does not need to take action on this item, or it is <u>N</u>ot <u>A</u>pplicable to the company at this time.
Responsible Person	=	The Person Responsible for improving or implementing this benefit or strategy.
Due Date	=	Due Date for completion of this strategy.

As with your company, the competition is actively searching for opportunities to exploit a unique marketing or cost advantage. If your company doesn’t take pre-emptive action to improve its business on a regular basis, your competition will leave you behind in the marketplace. Revenue, profitability, and customer satisfaction will then suffer. However, diligently applying this self-assessment process could possibly result in a 10X, 20X or 100X return on both the time and money you have invested in this process. You have made an investment by purchasing the “One Month Business Tune-up. Vow today to utilize this checklist to eliminate time-wasting activities, inefficient processes, and unproductive patterns that many companies slowly and unknowingly become immersed. Re-energize your company for growth and profitability by conducting the assessment! Both your customers and

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 or via email to **Jim@JaguarConsulting.com**. Your comments and suggestions are most welcome, will be carefully reviewed, and will be included in the next published edition of this checklist. Your critique will help improve this self-assessment checklist for the benefit of all businesses, regardless of size.

Quantity discounts are available upon request.

If you believe your company would benefit from the "Tune-up", but you are not interested in conducting this process yourself, call for a quote to have an independent consultant manage this process for you. Alternatively, if this process doesn't quite "fit" with your operations and you would like a "customized" version, then call for a quote.

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

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As the Senior Executive of any size company within any industry, this page is very IMPORTANT to you!

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!

WEEK ONE

I. MONDAY – WEEK 1: ACTION ITEMS FOR GETTING STARTED *(Partial List Of Action Items)*

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	PRESIDENT/CEO ACTION ITEMS FOR TODAY				
1.	Make an iron-clad, no-excuse, personal commitment to yourself that you and your staff will complete the “One Month Business Tune-up” process for the benefit of your company.				
2.	Schedule a staff meeting with your Management Team for tomorrow morning at 8:00 AM to discuss and review the “One Month Business Tune-up” process. Advise your staff that this will be a long meeting.				
3.	Distribute purchased copies of the “One Month Business Tune-up” Checklist to all the key personnel, department managers, and management team members participating in the tune-up process (this checklist is copyrighted). Also, provide a copy for each member of the company’s Board of Directors.				
4.	Schedule a staff meeting for Wednesday at 8:00 AM with the key members of the Marketing Team.				
5.	Schedule a staff meeting for Wednesday at 2:00 PM with the key members of the Finance Team.				
6.	Schedule a staff meeting for Thursday at 8:00 AM with the key members of the Sales Team.				
7.	Schedule a staff meeting for Thursday at 2:00 PM with the key members of the Customer Service Team.				
8.	Schedule a staff meeting for Friday at 8:00 AM with the key members of the Operations and/or IT Team, the Legal Team, and the Human Resources Team.				
9.	Schedule a staff meeting for Friday at 2:00 PM with the key members of both the Engineering and Manufacturing Teams, including the Purchasing Dept.				
10.	Send a copy of the company’s current Vision Statement, Statement of Values, Ethics Statements, and Unique Selling Proposition/Statement of Benefits to all team members participating in the tune-up process.				
11.	Identify and write down what you believe are the top three obstacles to growth for your company.				
12.	Have the Senior Vice President of Sales be prepared to provide an update on the sales/revenue plan.				
13.	Assign a Finance Team member the task of ...				
14.	Assign a Marketing Team member the task of ...				
15.	Streamline your paper files and throw away information, articles, and brochures/ads you no longer need.				
16.	Clean off your desk and file everything that is not related to this “One-Month” action plan!				
17.	Delegate everything else that is not critical.				
18.	If you don’t have a Board of Directors, make forming a Management Advisory Committee for the purpose of exploring strategic alternatives an objective to be completed before the end of the month. The company should create an agreement that states that any committee member is serving ONLY as an advisor and assumes no liability for any company decision.				
19.					
20.					

II. TUESDAY – WEEK 1: KICK-OFF MEETING THE MANAGEMENT TEAM *(Partial List Of Action Items)*

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	MANAGEMENT TEAM MEETING				
1.	The Management Team staff meeting starts precisely at 8:00 AM.				
2.	The primary purpose of this meeting is the “One Month Business Tune-up”. Emphasize the seriousness of your commitment to this process and its value to the company. Announce that you will “Kick-off” all the individual department meetings, but the department manager will chair all subsequent meetings.				
3.					
4.	For all the action items your staff has selected as crucial for success, identify both the internal and external resources that will be instrumental for completing the “One Month Business Tune-up” assessment process.				
5.					
6.					
7.					
8.	Collectively review the company’s Vision Statement – is it still valid? If not, then discuss why. If the company doesn’t have a Vision Statement, then discuss what the Vision should be. Assign a team member the task of drafting a version of the updated and/or new Vision Statement and be prepared to present this draft at the next Management Team meeting.				
9.	Collectively review the company’s “Statement of Values” – is it still valid? If not, then discuss why. If the company doesn’t have a Statement of Values, then discuss what its values should be. Assign a team member the task of drafting a version of the updated and/or new values and be prepared to present this draft at the next Management Team meeting.				
10.	Collectively review the company’s “Unique Selling Proposition/Statement of Benefits” – is it still valid? If not, then discuss why. If the company doesn’t have a Unique Selling Proposition/Statement of Benefits, then discuss what the USP should be. Assign a team member the task of drafting a version of the updated and/or new USP and be prepared to present this draft at the next Management Team meeting.				
11.	Collectively review Section XXIX; Ethic’s Considerations as well as the Company’s Ethics Statements – are they still valid? If not, then discuss why. If the company doesn’t have an Ethics Statement, then discuss what its ethics should be. Assign a team member the task of drafting a version of the updated and/or new values and be prepared to present this draft at the next Management Team meeting.				
12.	Have each team member meet with their individual departments and develop a list of 10 ways to reduce costs and be prepared to present this list at the next Management Team meeting. The objective for this process is to develop a Strategy Paper entitled “Top Ten Ways to Reduce Costs” for the purpose of improving profitability.				
13.	Have each team member meet with their individual departments and develop a list of 5 opportunities to exploit and be prepared to present this list at the next Management Team meeting. The objective for this process is to develop a Strategy Paper entitled “Top Five Opportunities” for the purpose of focusing resources on high return projects.				
14.	Have each team member meet with their individual departments and develop a list of the top 3 obstacles to growth for the company and ...				
20.					
21.					

III. WEDNESDAY – WEEK 1: GET STARTED WITH MARKETING & FINANCE *(Partial List Of Action Items)*

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	MARKETING TEAM MEETING				
1.	The Marketing Team meeting starts precisely at 8:00 AM.				
2.	The primary purpose of this meeting is to focus on the “One Month Business Tune-up” process. As President, you are there to “Kick-off” the department meeting. Emphasize the seriousness of your commitment to this process and its value to the company. Gain their cooperation. Department manager will chair this meeting and all subsequent Marketing Team weekly staff meetings.				
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9.					
10.					
11.					
12.					
13.					
14.	Assign a staff member the task of developing a plan for adding three new, large, and profitable accounts to the business this QUARTER and identify which TEN prospects to focus on to make this happen. Meet with a representative from the sales organization to identify the prospects and jointly develop this plan. Report on the plan’s progress at the next staff meeting.				

Employee Benefits (Employee Motivation) Checklist: 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, 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. With 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. For more information, go to [Employee Benefits Checklist](#) or <http://checklists4business.com/employee-benefits-checklist.html>

III. WEDNESDAY – WEEK 1: GET STARTED WITH MARKETING AND FINANCE CONTINUED ...

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	Marketing Team Meeting Continued ...				
15.					
16.					
17.					
18.	Schedule another Marketing Team meeting for Tuesday at 8:00 AM.				
	FINANCE TEAM MEETING				
1.	Start the Finance Team meeting precisely at 2:00 PM.				
2.	The primary purpose of this meeting is to focus on the “One Month Business Tune-up” process. As President, you are there to “Kick-off” the department meeting. Emphasize the seriousness of your commitment to this process and its value to the company. Gain their cooperation. Department manager will chair this meeting and all subsequent Finance Team weekly staff meetings.				
3.					
4.					
5.					
6.	Have each staff member identify and create a list of 10 ways to reduce costs. Prioritize and agree upon the Top Ten ways. This list will be presented and discussed at the next Management Team meeting.				
7.	Have each staff member identify and create a list of 5 opportunities to exploit. Prioritize and agree upon the Top Five opportunities. This list will be presented and discussed at the next Management Team meeting.				
8.	Have each staff member identify and create a list of 3 obstacles to company growth. Prioritize and agree upon the Top Three growth obstacles. This list will be presented and discussed at the next Management Team meeting.				
23.					
24.					

IV. THURSDAY – WEEK 1: GET STARTED WITH SALES & CUSTOMER SERVICE *(Partial List Of Action Items)*

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	SALES TEAM MEETING				
1.	The Sales Team meeting starts precisely at 8:00 AM.				
2.	The primary purpose of this meeting is to focus on the “One Month Business Tune-up” process. As President, you are there to “Kick-off” the department meeting. Emphasize the seriousness of your commitment to this process and its value to the company. Gain their cooperation. Department manager will chair this meeting and all subsequent Sales Team weekly staff meetings.				
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.	Assign a staff member the task of assessing the customer base from the sales organization’s perspective. Not all customers are created equal, and for various reasons, customers have different values to the company depending on quantity purchased, profit margin, payment history, or how difficult it is to consummate a transaction with them. Using a matrix, categorize all customers by “A”; Meets all the criteria of an ideal customer, “B”; Potential to meet all criteria of an “A” customer within one year, “C”; Below our standards, but possible to move to a “B” status within one year, “D”; Substantially below standard and needs to be eliminated as they have little value, and “E”; A previously lost customer who has the potential to be revived. The objective for this process is to develop a Strategy Paper entitled “Market Opportunities” for the purpose of directing future sales and marketing efforts. This staff member will present this analysis at this Friday’s MOM and will participate in all MOM’s.				
11.	One of the fastest ways to grow a business is with outstanding sales personnel. Assign a staff member the task of conducting an informal survey with all of the Regional and Branch managers to determine the content of a sales training program that will quickly elevate sales skills. Compile this information and be prepared to present this at the next staff meeting.				

IV. THURSDAY – WEEK 1: Get started with Sales and Customer Service continued ...

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	Sales Team Meeting Continued ...				
12.	Assign a staff member the task of developing a plan for adding three new, large, and profitable accounts to the business this QUARTER and identifying which TEN prospects to focus on to make this happen. Meet with the marketing department representative to identify the prospects and jointly develop this plan. Report on the plan’s progress at the next staff meeting.				
13.					
14.					
15.	Have each Branch Sales Manager Identify their top three ways to acquire new clients. Assign a staff member the task of compiling and presenting this list at the next staff meeting. The objective for this process is to develop a Strategy Paper entitled “Customer Acquisition Strategies” (CAS) for the purpose of distributing this to each salesperson.				
16.	Schedule another Sales Team meeting for Wednesday at 8:00 AM.				
	CUSTOMER SERVICE TEAM MEETING				
1.	The Customer Service Team meeting starts precisely at 2:00 PM.				
2.	The primary purpose of this meeting is to focus on the “One Month Business Tune-up” process. As President, you are there to “Kick-off” the department meeting. Emphasize the seriousness of your commitment to this process and its value to the company. Gain their cooperation. Department manager will chair this meeting and all subsequent Customer Service Team weekly staff meetings.				
3.					
4.					
5.					
6.	Have each staff member identify and create a list of 10 ways to reduce costs. Prioritize and agree upon the Top Ten ways. This list will be presented and discussed at the next Management Team meeting.				
7.	Have each staff member identify and create a list of 5 opportunities to exploit. Prioritize and agree upon the Top Five opportunities. This list will be presented and discussed at the next Management Team meeting.				
13.	Identify all customer complaints. Prioritize them and identify the resources required. Assign a staff member the task of managing this process and interfacing with any other department that is necessary to resolve them quickly. Have the staff member be prepared to present a status report at the next Customer Service staff meeting.				
14.	Schedule another Customer Service Team meeting for Wednesday at 2:00 PM.				

V. FRIDAY – WEEK 1: GET STARTED WITH OPERATIONS/IT, HR, AND ENGINEERING/MANUFACTURING *(Partial List Of Action Items)*

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	OPERATIONS TEAM/IT TEAM, LEGAL TEAM, and HUMAN RESOURCES TEAM MEETING				
1.	The Operations/IT Team, Legal Team, and Human Resources Team meeting starts precisely at 8:00 AM.				
2.	The primary purpose of this meeting is to focus on the “One Month Business Tune-up” process. As President, you are there to “Kick-off” the department meeting. Emphasize the seriousness of your commitment to this process and its value to the company. Gain their cooperation. The Operations/IT department manager will chair this meeting and all subsequent Operations/IT Team weekly staff meetings. The Legal and Human Resources department managers will chair their respective subsequent weekly staff meetings.				
3.					
4.					
5.					
6.					
7.					
8.	Have each staff member identify and create a list of 3 obstacles to company growth. Prioritize and agree upon the Top Three growth obstacles. This list will be presented and discussed at the next Management Team meeting.				
9.	After item numbers 1 – 8 have been discussed adjourn the meeting, except the Operations/IT Team will continue meeting to discuss item number 12.				
10.	Schedule a separate Human Resources Team meeting for next Friday at 8:00 AM.				
11.	Schedule a separate Legal Team meeting for next Friday at 8:00 AM.				
12A.	Identify the department’s most inefficient operations and processes that could be re-designed for improved efficiency and profitability. What one thing are you doing today that is really ineffective or is a “money pit” that you can change immediately, and which would not impact either sales or customer service? Prioritize and agree upon the Top Two operations/processes. Assign a team member to each of the Top Two operations/processes the task of drafting a recommendation of how-to re-design this operation/process and be prepared to present this at the next Operations/IT Team meeting.				
12B.	Assign an IT Team member to ensure all hardware and software contracts are both valid and adequate, all software has been legally purchased (not pirated), Domain Names have been renewed for the long term, all Malware and anti-virus software is current, hosting and email client servers are secure, and security procedures are adequate for both in-house and work-at-home employees.				
13.	Schedule another Operations Team meeting for Thursday at 8:00 AM.				

V. FRIDAY – WEEK 1: Getting started with Operations/IT, HR, and Engineering/Manufacturing continued ...

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	ENGINEERING TEAM and MANUFACTURING TEAM MEETING				
1.	The Engineering Team and Manufacturing Team meeting starts precisely at 2:00 PM.				
2.	The primary purpose of this meeting is to focus on the “One Month Business Tune-up” process. As President, you are there to “Kick-off” the department meeting. Emphasize the seriousness of your commitment to this process and its value to the company. Gain their cooperation. The Engineering department manager will chair this meeting and all subsequent Engineering/Manufacturing Team weekly staff meetings.				
3.					
4.					
5.					
6.					
7.					
8.					
9.	Identify the department’s most inefficient operations and processes that could be re-designed for improved efficiency and profitability. What one thing are you doing today that is really ineffective or is a “money pit” that you can change immediately, and which would not impact either sales or customer service? Prioritize and agree upon the Top Two operations/processes. Assign a team member to each of the Top Two operations/processes the task of drafting a recommendation for how to re-design this operation/process and be prepared to present this at the next Operations/IT Team meeting.				
10.	Schedule another Engineering Team and Manufacturing Team staff for Thursday at 2:00 PM.				
27.					

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 an employee, 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, handling several of her medical emergencies at the ALF, and working through several management changes at the ALF. For more information, go to [Assisted Living Facility Checklist](#) or www.jaguarconsulting.com/assisted-living-facility-checklist.cfm

WEEK TWO

VIII. MONDAY – WEEK 2: MANAGING THE FIRST PHASE *(Partial List Of Action Items)*

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	MANAGEMENT TEAM MEETING				
1.	Start the Management Team staff meeting precisely at 8:00 AM.				
2.	Once again, encourage all staff members to streamline their paper files and throw away information, articles, and brochures/ads they no longer need.				
3.	Once again, encourage all staff members to clean off their desks and file everything that is not related to this “One-Month” action plan!				
4.	Once again, encourage all team members to eliminate unproductive meetings within their departments.				
5.	Have the team member present the first draft of the company’s Vision Statement. Gain feedback and ideas from other staff members and create another draft by the end of the day. Be prepared to present this draft to all of the other department meetings this week to gain additional feedback. Have the team member be prepared to present another draft at the next Management Team meeting including all the comments from the department meetings.				
6.	Have the team member present the first draft of the company’s “Statement of Values”. Gain feedback and ideas from other staff members and create another draft by the end of the day. Be prepared to present this draft to all of the other department meetings this week to gain additional feedback. Have the team member be prepared to present another draft at the next Management Team meeting including all the comments from the department meetings.				
7.	Have the team member present the first draft of the company’s “Unique Selling Proposition/Statement of Benefits”. Gain feedback and ideas from other staff members and create another draft by the end of the day. Be prepared to present this draft to all of the other department meetings this week to gain additional feedback. Have the team member be prepared to present another draft at the next Management Team meeting including all the comments from the department meetings.				
8.	Have the team member present the first draft of the company’s “Ethics Statements”. Gain feedback and ideas from other staff members and create another draft by the end of the day. Be prepared to present this draft to all of the other department meetings this week to gain additional feedback. Have the team member be prepared to present another draft at the next Management Team meeting that includes all the comments from the department meetings.				
9.	Have each team member present the list of their departments’ 10 ways to reduce costs. Prioritize and agree upon the top ten ways and assign a team member (or their designee) the task of developing the Strategy Paper entitled “Top Ten Ways to Reduce Costs”. Be prepared to present the first draft at the next Management Team meeting.				
10.	Have each team member present the list of their departments’ 5 opportunities to exploit. Prioritize and agree upon the top five opportunities and assign a team member (or their designee) the task of developing the Strategy Paper entitled “Top Five Opportunities”. Be prepared to present the first draft at the next Management Team meeting.				
17.					

WEEK FOUR

XXII. MONDAY – WEEK 4: FOCUS ON PROFITABILITY (*Partial List Of Action Items*)

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	MANAGEMENT TEAM MEETING				
1.	Start the Management Team meeting precisely at 8:00 AM.				
2.	Have the team member present the final version of the company’s Vision Statement and gain individual commitment for fulfilling the Vision.				
3.	Have the team member present the final version of the company’s “Statement of Values” and gain individual commitment for fulfilling the Values.				
4.	Have the team member present the final version of the company’s “Unique Selling Proposition/Statement of Benefits” and gain individual commitment to articulate the USP at every opportunity.				
5.	Have the team member present the final version of the company’s “Ethics Statements” and gain individual commitment for fulfilling the Values.				
6.	Provide Human Resources the final versions of the Vision Statement, Statement of Values, Ethics Statements, and Unique Selling Proposition for inclusion in the Employee Handbook, postings on bulletin boards, and general distribution to employees.				
7.	Have the team member present the final version of “Top Ten Ways to Reduce Costs” Strategy Paper. Gain agreement and assign the resources necessary to reduce these costs. Distribute this Strategy Paper to all other project Chairs.				
8.	Have the team member present the final version of the “Top Five opportunities” Strategy Paper. Gain agreement and assign the resources necessary to exploit these opportunities. Distribute this Strategy Paper to all other project Chairs.				
9.	Have the team member present the final version of the “Top Three Obstacles to Growth” Strategy Paper. Gain agreement and assign the resources necessary to remove these obstacles. Distribute this Strategy Paper to all other project Chairs.				
10.	Have the IDM Chair present the final version of the “Product Analysis” Strategy Paper. Gain agreement and assign the resources necessary to implement the included recommendations. Distribute this Strategy Paper to all other project Chairs.				
11.	Have the MOM Chair present the final version of the “Market Opportunities” Strategy Paper. Gain agreement and assign the marketing and sales resources necessary to take full advantage of the recommendations. Distribute this Strategy Paper to all other project Chairs.				
12.	Have each Management Team member schedule a department meeting for early next week to discuss items no. 2 through item no. 11 with their staff.				
13.	Have Human Resources present the first draft of the employee letter. Review both the tone and the content.				
14.	Have the Senior Vice President of Sales present the status of the sales plan now and at each subsequent Management Team meeting.				
15.	Schedule another Management Team meeting for next Monday morning at 8:00 AM.				

XXVI. FRIDAY – WEEK 4: A new beginning continued ... *(Partial List Of Action Items)*

No.	ACTIONS TO BE TAKEN AND TOPICS TO BE DISCUSSED:	ASSESS		IMPLEMENT	
		Y	NA	P	DD
	PRESIDENT/CEO ACTION ITEMS FOR TODAY				
1.	Host the off-site staff meeting to articulate the accomplishments and congratulate all of the participants.				
2.	Introduce your Management Advisory Committee members to the management team.				
3.	Share the Vision for the company.				
4.	Share the “Statement of Values” for the company.				
5.	Share the Unique Selling Proposition/Statement of Benefits for the company.				
6.	Share the company’s Ethic Statements.				
7.					
8.					
9.	Share the company’s Top Five Opportunities to exploit and the strategies to accomplish this objective.				
10.	Share the company’s Product Analysis recommendations.				
11.	Share the company’s Market Opportunities recommendations.				
12.	Remind all attendees this is only the first phase of a continual improvement process to achieve greater profitability.				

XXX. WEEK FIVE: CONTINUE THE PROCESS

Congratulations to you and your management team! You have accomplished more in one month than most management teams and/or companies accomplish in one or two years. The company should now be postured for growth. The company's overall cost structure should now be reduced and positioned for greater profitability. Employees now have more focus, and your personal life should be more balanced.

To summarize the goals you and your management team have achieved:

- ✓ A Management Advisory Committee has been established.
- ✓ A Vision for the company has been developed or updated.
- ✓ A "Statement of Values" has been developed or updated.
- ✓ A Unique Selling Proposition/Statement of Benefits has been developed or updated.
- ✓ An Ethics Statement has been developed or updated.
- ✓ A Strategy Paper for overcoming the Top Three Obstacles to Growth has been written.
- ✓ A Strategy Paper for the Top Ten Ways to Reduce Costs has been written.
- ✓ A Strategy Paper for the Top Five Opportunities to Exploit has been written.
- ✓ A Strategy Paper for developing Market Opportunities has been written.
- ✓ A Strategy Paper for Product Analysis has been written.
- ✓ Enhanced website, SEO/SEM, and Social Media strategies have been completed.
- ✓ Excess inventory has been sold.
- ✓ Early payment discounts are now being taken.
- ✓ Efficient processes have been implemented or are underway.
- ✓ Suppliers have been evaluated for reliability and quality.
- ✓ New customers were acquired.
- ✓ The "Headache" customers are gone.
- ✓ Stronger relationships with existing customers are being developed.
- ✓ Unprofitable customers have been eliminated.
- ✓ Unproductive employees are no longer on the payroll.
- ✓ Excess operational costs have been eliminated.
- ✓ Marketing strategies are more effective.
- ✓ Employees are more focused on high-value projects.

In week Five, and all subsequent weeks, the company would be well served by continuing this process. Weekly department staff meetings can serve to accomplish the established objectives as well as generate new ideas for the Management Team. Now is an opportune time to review the "One Month Business Tune-up" Checklist again and "pick up" all the action items that were not included in the process that has just been completed.

In three to six months:

Schedule another "Tune-up" in three to six months, or at least annually. All processes and operations require a continual improvement process to wring out inefficiencies, maintain market competitiveness, and guarantee profitability. If a Management Advisory Committee Meeting has been established, share the results of the "One Month Business Tune-up" process, and start soliciting their strategic ideas. Additionally, consider creating a Business Continuity Plan in the event of a natural or man-made disaster. Purchasing a satellite phone for all Key Executives will ensure continuance of all communications during this critical time.

Once again, CONGRATULATIONS to you and your management team!

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.

Jaguar Management Consulting Group, Inc.
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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!

Localization Service: Get Your Business Listed on the first page of Google

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!

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](#) or <http://www.checklists4business.com/retail-store-checklist.html>

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>

