



The CneqtDNA Diagnostic Report for
Alan Other, Example Co Ltd

19th December 2017

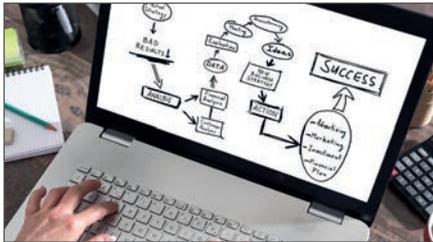


Introduction

Welcome to your **CneqtDNA** Diagnostic report. We believe the content can significantly help your business to progress. As well from giving you access to the carefully crafted unique question set which encourages you to really take time out to think about your business, there are 10 reasons why the **CneqtDNA** Diagnostic report is important for your business. These include:

An overview of why each of the 8 elements and 25 disciplines is important.	P3 - P11
Your tailored executive summary reflecting your businesses DNA profile.	P12
An inventory of your businesses strengths to build on.	P13
An inventory of your businesses less strong areas to improve, and the important critical action areas to prioritise.	P14
A FREE 15 minute coaching session with an accredited expert to help you find the 1,2 or 3 things that will really help your business progress.	P15
Action planning support.	P16
Access to additional coaching sessions with our extensive network of accredited generalist and subject matter experts.	P17
Access to the CneqtDNA Diagnostic report so others in your business can supplement your own ratings and give new perspectives.	P18
A preferential re-assessment fee so you can re-take the diagnostic and track your progress in 6 months time. Extra progress tracking data is provided.	P18
A free subscription to weekly blogs providing thought provoking insights on the 25 disciplines.	P19

Your business has been reviewed against the 8 Business Elements and the 25 Business Disciplines that all great businesses do well at.



The Journey

- Business ambition
- Value Proposition
- 3 - 5 year business plan



The Numbers

- Financial plans
- Working capital
- Budgets



The Market

- Target markets
- Target clients
- Sales and Marketing plans



The Logistics

- Infrastructure
- Team mobilisation
- Systems and processes
- Partners and alliances



The Team

- People resources (numbers)
- Skills
- Culture and behaviours
- Performance
- Personal effectiveness



Keeping Fresh

- Feedback loops
- Change management
- Innovation



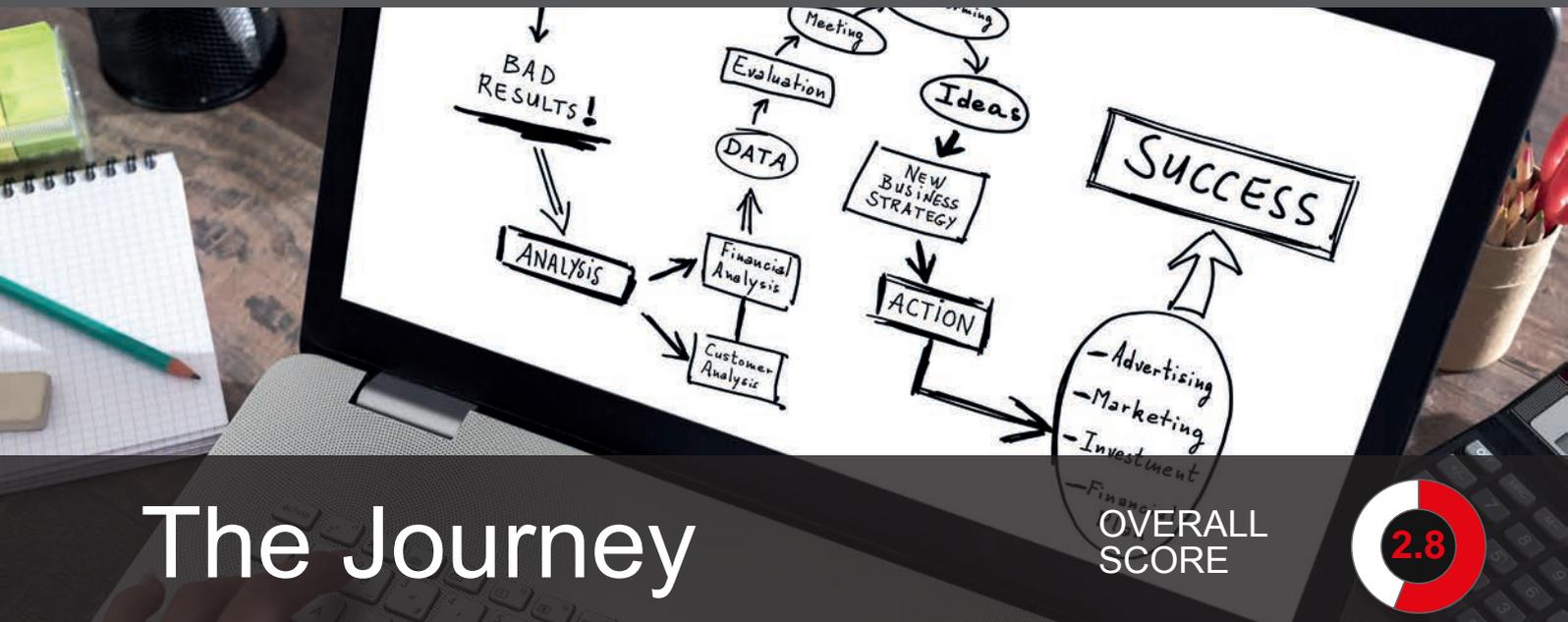
Oversight

- Measures
- Risk Management
- Governance



Sustainability

- Trends and technology



The Journey

Business ambition

It articulates clearly and succinctly what you want to achieve with your business, why, when, how you want to do this, and what you stand for.

This is your vision that drives all your activity. Unless you are clear on where you want to get to you won't know when you are there.



3 - 5 year business plan

This is your roadmap of how you are going to achieve your business ambition and maximise the opportunity from your value proposition. It will bring together many of your DNA elements and disciplines into one place. It's important to keep it up to date and check your progress against it often .



Value Proposition

It creates a 2 minute crisp sales pitch of what you are offering, why it is great value for money and why it is different or better to the competitor offerings. Get this right and it will guide your sales and marketing activity and make you stand out.



WEAKEST STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com

The Numbers

The Numbers



Financial Plans

These are your financial roadmap for sales, costs, profits, cash flows and much more. They can help you through peaks and troughs of trading too.

By tracking your progress against the plan you will soon know if you are off course and need to take corrective action.



Budgets

These help you focus on the financial things that really matter on a month to month trading basis.

Broken down into product and organisational division budgets you can keep close tabs on every part of your business to see how they are doing against what you expected.



Working Capital

You will need capital to draw on to overcome cashflow dips, invest in new equipment and the like, and make you more robust should you hit any unexpected bumps in the road.

If you can build up capital from prior profits rather than borrowing it, even better.



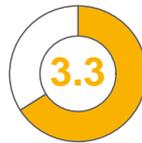
WEAKEST      STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com



Target Markets

You need to generate as much revenue as possible with the least amount of effort being spent and the highest profit margins being achieved. This all requires research, thinking and planning - then you can focus all your energy on the very best areas of potential.



Sales and Marketing Plans

You need to be clear on how much revenue you want to bring in every month, what your average sale or job price is, how much you want to spend promoting your business, who to, how often and who is going to help you.

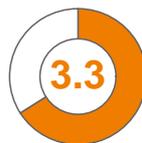
This needs clear thinking and a clear plan to record and track actions.



Target Clients

Within your target markets there will be clients that are a good fit to your organisation and those that are not.

You may not want to, or be able to work with all clients in the market, and you'll have a limited amount of time available too - so pick those clients that are best for you.



WEAKEST STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com



The Logistics

Infrastructure

You need your business to run smoothly so you can maximise orders and give great service. It can grind to a halt if your infrastructure is not reliable, and if it's getting tired you won't be as efficient or profitable as you could be and you may get unexpected repair bills.



Systems and Processes

Any down time or rework that needs correcting is an extra cost that reduces profit and is a source of customer frustration too.

Increasingly customers want services and products any time, any place, any where and modern ways of working are key to achieving that.



Team Mobilisation

Getting the right people in the right place at the right time doing the right things is fundamental to delivering a great, slick service that builds your reputation and maximises profits.



Partners and Alliances

It's tough doing it all on your own and others have contacts, experiences, hardware and software that you can tap into to get you to where you want to get to much quicker.

By joining together different products and services new products can be created and efficiency gains achieved.



WEAKEST STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com



The Team

OVERALL
SCORE



People Resources

Having the right number of people in your business is a key part of optimising profit and delivering great service. Too few people causes errors, stress and you'll burn yourselves out. Too many people can slow things down, and you'll reduce profit and probably lose staff too as they are under challenged.



Performance

Once many of the DNA disciplines are in place it's still hard to do the simple things well, get them right first time, give service with a smile, grow your business and make good profit. Performing as best you can to get the most you can get.



Skills

Having colleagues with the right competency levels is as important as having the right number of people. An under-skilled workforce and an over-skilled workforce each brings their own challenges that take you away from maximising service delivery and profit.



Personal Effectiveness

As a key person in the business you have a disproportionate effect on its success. Businesses are collections of people so they reflect their leaders attributes. Keeping your skills and knowledge fresh, your energy and influence high and much more will rub off on your customers and colleagues.



Culture and Behaviours

As consumers we all remember and share the times we feel we've been treated well - or not. You'll have a clear view on the right way to do things in your business, and it takes time and energy to align everyone else working with you, and to keep them aligned.



WEAKEST STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com



Keeping Fresh

OVERALL SCORE



Feedback Loops

Businesses need to keep people happy - customers, colleagues and suppliers. Their needs and demands are constantly shifting and you'll need to keep your business evolving too by asking them how you are doing and making changes.

Good testimonials are also a great source of marketing content.



Innovation

As consumers we expect new, different, and better elements to products and services to come to market often. If you are not creating that in your business then expect that your competitors will in theirs.



Change Management

All businesses need to change with the times or become extinct. Executing that change quickly and efficiently to time and cost budgets, and sharing those changes with interested parties is a real skill.

Done well this can be a real competitive advantage and should be embraced not feared.



WEAKEST STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com



Oversight

OVERALL
SCORE



Measures

You will intuitively know how your business is doing but hard facts are the real evidence on which to make important business decisions. The right measures will tell you how you are performing on many levels, which direction your business and service is trending and help you make sure your next step is the right one.



Governance

If you don't stay within the bounds of legislation and regulation then you could have penalties imposed that restrict your trading or cause you reputational damage.



Risk Management

If you can anticipate the unexpected and the bad things happening to your business, how likely they are, and the scale of impact if they happen, then you can put plans in place to act immediately and quickly to keep your business on track.



WEAKEST      STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com



Sustainability

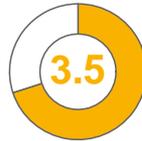
OVERALL
SCORE



Trends and Technology

The world is constantly evolving and that is bound to have an impact on your business, your customers, your suppliers and much more.

Meeting technology, demographic, social and environmental changes better than your competition is a big opportunity and not meeting them is a big threat.



WEAKEST      STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com

How you rated your business over the 25 business disciplines

WEAKEST ● ● ● ● ● STRONGEST



Your Business DNA – Your Business Strengths.

Congratulations. You have some really good aspects in your business to be proud of and to build on. These are the top 7 strongest rated areas from your assessment



Feedback loops

Regular contact with customers to know that your products and service are really delivering what they want



Business Ambition

Clarity on what you stand for, what you want to achieve with your business, why, by when



Personal Effectiveness

Your personal ability to manage and deliver all the things that are expected of you at work



Skills

Having access to the optimal range of experience and expertise to deliver great service whilst making the right level of profitability



Partners and alliances

Other organisations who support you in running your business effectively



Infrastructure

The buildings, equipment, transport and IT that support you in running your business effectively



Performance

Achieving great outcomes from the time you and your colleagues spend at work

WEAKEST      STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com

Your Business DNA – Areas that could be improved.

Congratulations. You have identified some improvement opportunities to make your business stronger. These are the top 7 areas that require some work if you want to significantly improve your business



Governance

Ensuring you are within the laws and regulations that businesses like yours need to abide by



3 - 5 year business plan

A formal document that outlines your vision, mission, goals, strategies to deliver and more



Risk Management

Formally tracking the things that may blow your business off course and having plans in place should these come to fruition



Sales and Marketing plans

A formal document detailing how you will take your product to your customers including pricing and promotion approaches



Systems and processes

The ways of working and technologies you use to deliver your products and services to customers



Financial plans

A formal document that brings together all of the key finance elements to guide your investment, income and expenditure activity



Value Proposition

Clear articulation of the value your product or service brings to people and why they should buy it from you

WEAKEST      STRONGEST

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com



Have you booked your Coaching Session yet?

This **CneqtDNA Diagnostic Assessment** highlights where you feel your business is strongest and where it is short of the mark.

Building on your strengths and addressing the least strong areas is the next important step – and **we can help you** with that too.

As part of the **CneqtDNA** service we provide a 15 minute telephone coaching session with one of our business experts. This call will help you determine your most appropriate next steps to make business improvement.

To access your **FREE 15 minute telephone coaching session** at some point during the next 6 weeks click the link we emailed you, follow the instructions, and we will activate your session.

Having prepared for the session by reading your **CneqtDNA Diagnostic Assessment** your expert coach will be present for the 15-minute time slot to help you. The conversation with them is confidential. After a brief introduction the coach will take you through the 1, 2 or 3 things that **will make a real difference** to your business

Please be aware this is a pre-agreed fixed 15-minute timed slot – if you join the session late, or can't make it at all there is no time extension or re-arrangement facility.

If you have any questions about this process then please do feel free to email us info@cneqtdna.com and we will respond by the end of the following working day.

DON'T FORGET TO BOOK YOUR SESSION

Be prepared for your coaching session

To get the most from your 15 minute telephone based coaching session we recommend you take 10 – 15 minutes of preparation time so you come to the call focused on the key things you would like to discuss.

After reading your report completing this preparation grid will help you:

The biggest business challenges I need to fix or improve right now are:	The things preventing me from resolving my challenges are:	The best things about my business right now are:

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com

Making improvement actions after your coaching session

Your expert coach will focus on one, two or three key areas from your report where they think improvements can have a positive impact on your business – but this is your 15 minutes to discuss what matters most to you so feel free to lead the discussion.

It is important that after the call you write down what is discussed and draw up a plan of the action you need to take, by when, who will be responsible and when you will review it. To help you here is an action planning grid:

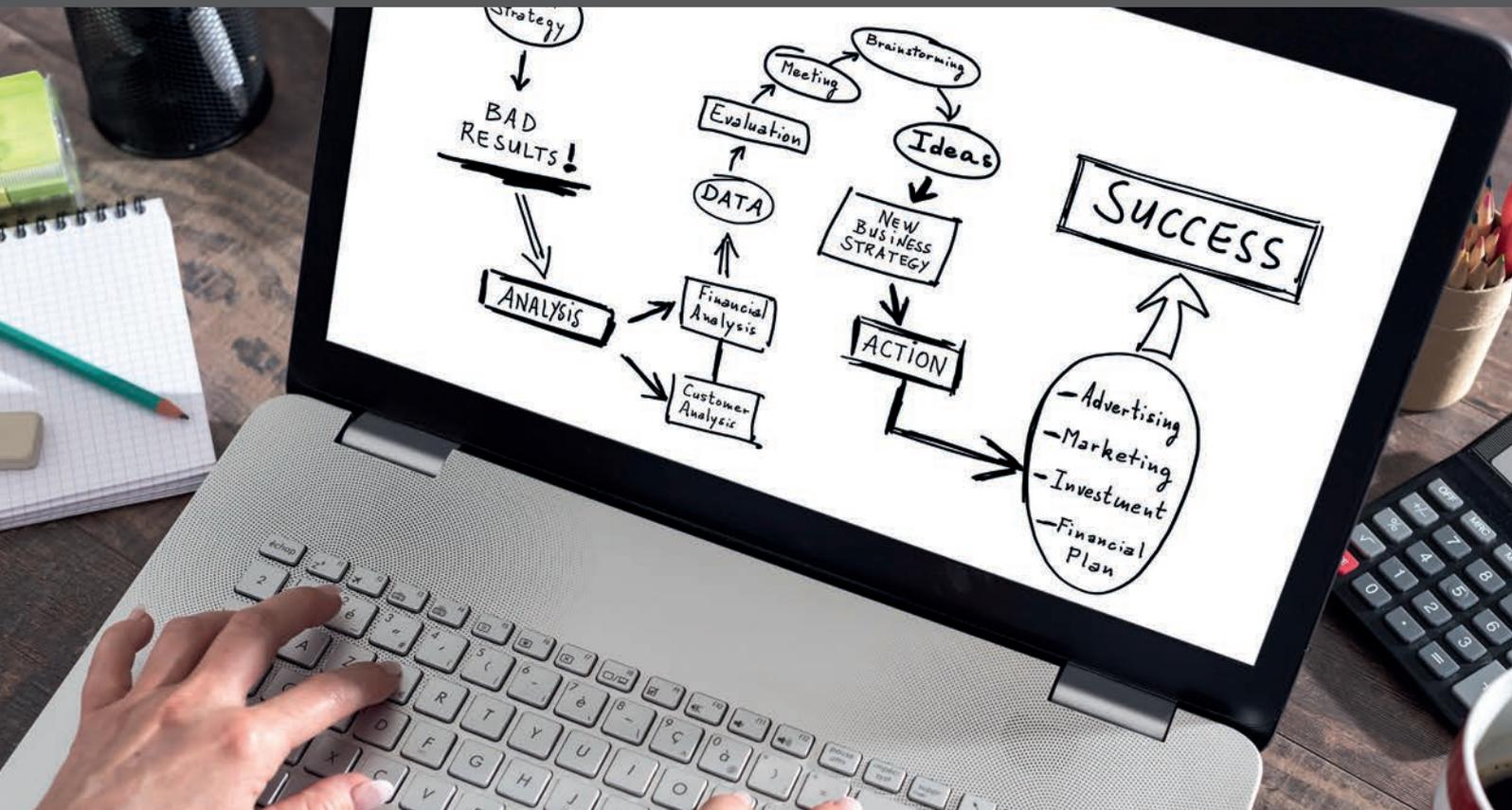
	ACTION 1	ACTION 2	ACTION 3
I need to improve...			
The impact of doing nothing is...			
My chosen action(s) is to...			
This action will be done by (date and person)...			
I will know my business has improved when...			
I will review this action on (date)...			

Even if you did not take up the free coaching offer feel free to use these grids to help you commit to meaningful actions that will improve your business.

Don't just focus on the improvement areas discussed with our expert there will be other areas where you will have seen from the report that you can move your business forward. Write those down as well with your committed actions, desired outcomes, timing, ownership and review date. Feel free to download further action planning grids from our website.

You should aim to identify 3 different action areas to be working on at any one time. Don't forget that doing more of the things that are your strengths is also going to help you progress.

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com



Is the FREE 15 minute coaching enough for you?

Just as leading sports people have a range of coaches to help them maximise their performance many business leaders have coaches too.

Following your telephone coaching session, if you would like further support you can mutually agree this with your coach. Neither of you are under any obligation to do this.

At **CneqtDNA** we have a wide range of experts who can support you with any of the 8 business elements and 25 disciplines that make up the **CneqtDNA** Business Diagnostic. Contact us if you would like further assistance.

Receiving feedback on your business from others

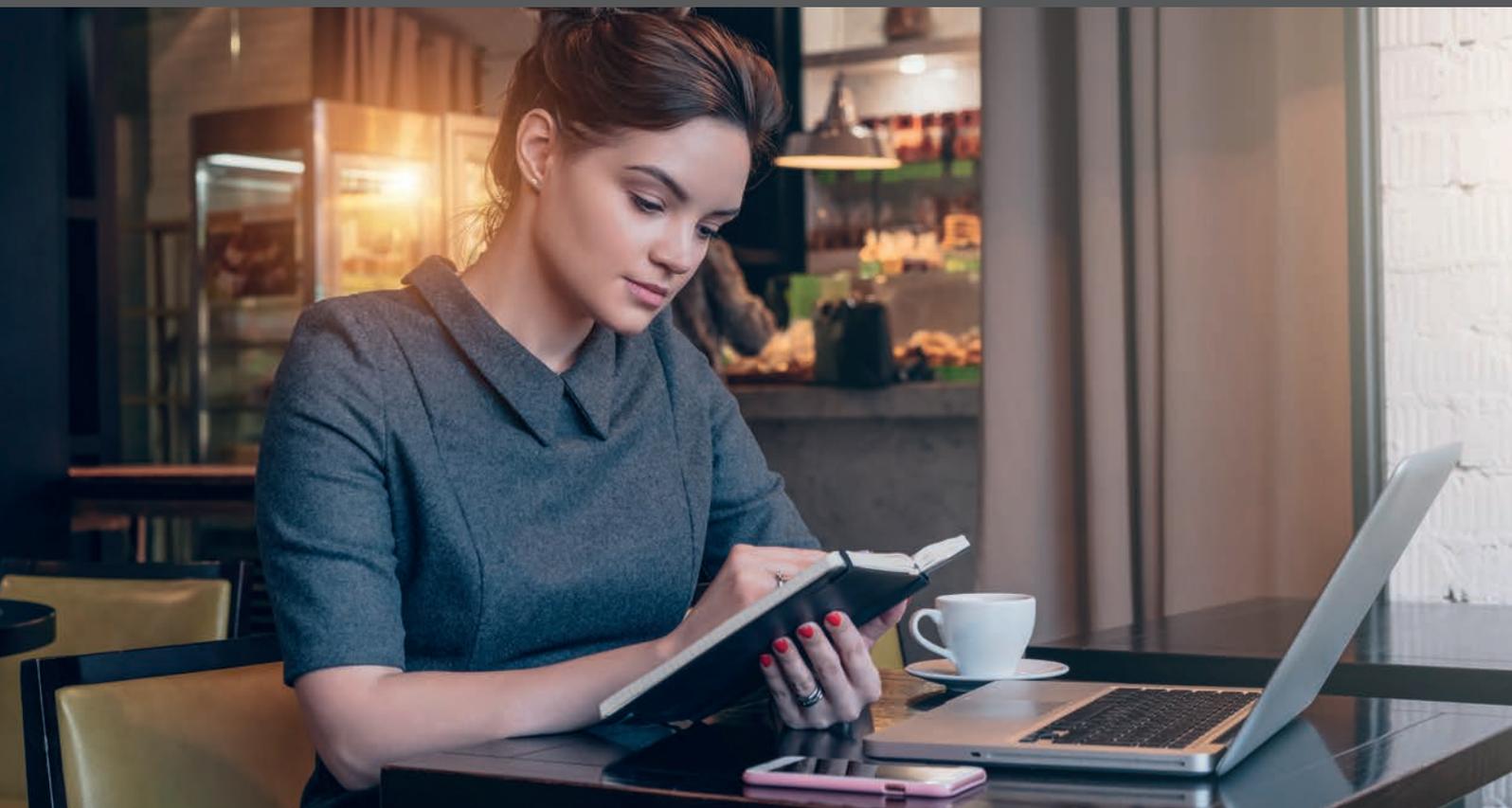
Another very useful step in improving your business is to get other people's views on how you are doing. Your business partners, valued employees and important clients all have different perspectives on your business that could provide valuable new insights into where you can improve.

By contrasting your assessment outcomes with theirs you will find some interesting alternative opinions and different DNA Diagnostic ratings to explore.

There are 2 options for this – firstly you can simply ask others to complete the **CneqtDNA Diagnostic assessment** by accessing our website and then contrast the responses provided in the separate **CneqtDNA Diagnostic Assessments** each of you will have created.

Or if you would like further help from a **CneqtDNA** expert then get in touch via our website enquiry form.

CONTACT US VIA OUR WEBSITE WWW.CNEQTDNA.COM TO BOOK FURTHER COACHING



Weekly Blogs

Continually expanding your business knowledge of the 8 elements and 25 disciplines in the weeks and months ahead will help you find additional improvement areas to keep you moving up to a new level. Via our weekly business blog we will cover all of the key business disciplines in a series of articles.

An example blog is included below:

Try a new approach to Document Security - You won't regret it

There are a myriad of security articles available on line; most are as dull as dish water and as dry as the Gobi desert. Fear not, this article will be short and pithy and was written having read an article by Steven Li, CTO of Foxit Software which got me thinking. A few moments of your time perusing this note could be a game changer in the future. While security challenges like massive data breaches, global virus attacks, ransomware and vulnerabilities may be grabbing headlines in today's threat discussions, malicious hackers and other cybercriminals are not the only culprits when it comes to security leaks. Today's security breaches very often come from within: from employees, business partners and customers who accidentally or intentionally expose sensitive information. The confidential information resides in the omnipresent data container known as the document. In an age of informa...

SIGN UP FOR OUR WEEKLY BLOG ON OUR WEBSITE WWW.CNEQTDNA.COM

Your opinion matters

Tracking your business improvements

Six months from now you may well have made a few changes to your business following the **CneqtDNA Diagnostic** you undertook, perhaps with the support from the coaching provided too.

But, how much have you really improved in this time? And what more can you do to be even better?

Many of our customers **repeat the CneqtDNA Diagnostic Assessment regularly** to track the progress of their business improvements. These re-assessments can be done at a significantly discounted price, and you will benefit from comparison pages in follow up assessment reports highlighting positive and negative movements.

To find out more about regular **CneqtDNA Diagnostic** Assessment Progress reports and pricing please contact us cneqtdna.com/contact or info@cneqtdna.com. It is recommended you leave 6 months before re-assessing your business to allow any changes you have made to become established.

PUT A DATE IN YOUR DIARY TO RE-ASSESS YOUR BUSINESS

Please give us some feedback.

Like any great business we want additional views on how we are doing too, so if you could **give us feedback on the CneqtDNA Diagnostic Assessment** and the interactions you have had with us that would be very much appreciated.

Five days after we sent you the report we will send you a feedback link. If you received the 15 minute telephone based coaching you will also be asked for specific feedback on how effective that was.

If you would complete this and share your experiences that would really help us improve too.

Thank you in anticipation of your time.



Sharing your experience

If you found this process worthwhile then please do recommend us to your business associates and networks. We would love to help them too.

You can also follow us on the following social media platform - **CneqtDNA**



Further support

If you require any further assistance please refer to our website www.cneqtdna.com or email info@cneqtdna.com

Remember, we can help you with any or all aspects of your business so if you need further assistance please get in touch info@cneqtdna.com