

# ARCaron & Assoc., Inc.

*Helping organizations improve performance*

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## **ARE YOU POISED FOR GROWTH AND BUILDING SHAREHOLDER VALUE** **QUESTIONS YOU SHOULD ANSWER WITH A "YES"**

Growing an already successful company or starting a new one is a daunting task. Here are just a few questions to answer to be certain that you are on a solid path for reaching your growth and shareholder objectives:

1. Are you adequately capitalized to meet your growth objectives?
2. Have you got a credible, detailed analysis of your market potential and competition that would pass the review of experienced executives outside of your organization?
3. Is your strategic plan up-to-date, well developed, and clearly understood by your management team and employees?
4. Do you have a solid strategic architecture that can be clearly articulated within which to build the future of your business?
5. Does your strategic plan actually drive your day-to-day business?
6. Does your three or five year business plan have all the ingredients necessary to be used for obtaining new capital for growth and for providing clear direction to the organization?
7. Does your management team all share the same vision for your organization?
8. Are your long term strategic goals, key success measures, and core values clear to all employees, and is your management team in agreement with them?
9. Are you setting aside adequate time for long term planning and strategic thinking and positioning rather than being consumed with day to day details with no quality time to deliberately plan for the future?
10. Are your sales and marketing efforts well focused and targeted for the highest potential return in accordance with your strategic marketing and sales plan?
11. Are your reward systems aligned with your key success measures and are they tied to accomplishment of clearly defined short and long term strategies and action plans that are part of your strategic plan?

If you answered "no" to any of these questions, you may not be prepared to achieve your full potential.