



## Run the Company Well List

Run the Company Well List©		Yes	No	Not Sure
	Does <i>(insert your company name here)</i> have...?			
1.	a clear, focused, comprehensive business model			
2.	a cohesive and well-tested growth strategy			
3.	an outstanding leadership team that works well together			
4.	a problem solving culture that is based on trust, accountability and fun			
5.	a motivated, loyal, skilled workforce that is well treated and compensated fairly			
6.	unique products and/or services delivered with high quality			
7.	innovative, go-to-market tactics			
8.	happy customers, whose needs are well understood			
9.	a diversified (not concentrated) collection of profitable customers			
10.	a strong and defensible competitive position			
11.	a balance sheet that is solid as a rock			
12.	a P&L that shows consistent growth, high margins and a justifiable expense structure			
13.	lean processes, effective information systems, strong financial controls			
14.	well cared for fixed assets			
15.	great advisors: Board of Directors and/or CEO Peer Group plus outside professional confidants			
<b>Totals</b>				