



# Coaching Yourself™: Improved Business Practices and Profits

VP Marketing LLC

Cincinnati, OH

[www.vpmarketingllc.com](http://www.vpmarketingllc.com)

tmurphy@vpmarketingllc.com

## Introduction

The Coaching Yourself™ publications are designed to help you think creatively about the direction and alternatives of managing the business. These documents in themselves do not provide solutions, but instead focus on the ten best questions by category that will lead to the answers. You are the best expert on your own business in your own market. Taking time to understand the most important issues, defining the desired goals, and prioritizing activities to achieve these goals provides a basis for proactively managing the growth of your business where you want to take it. You do not know what you do not know.

## Operations

How do you manage your business growth? Operations is all about efficiency and metrics. Defining processes, hiring the best talent, training employees, setting smart policies, efficiently managing time, and constantly improving all drive margin and ultimately profitability.

1. What is your profit margin? Can it be increased?
2. Which processes are best operated internally and which should be outsourced?
3. How do you manage employees? Hiring? Training? Motivation? Benefits?
4. Which expenses are necessary and which are luxuries?
5. How can you make your operations (manufacturing/service) more efficient? (repeat)
6. What are the most efficient hours of operation?
7. Are employee incentives aligned with the financial goals of the company?
8. Are all of the positions within the company cross trained with at least one other person?
9. How frequently are your operating procedures and policies reviewed?
10. Do your employees have the best tools and training to allow them to be most efficient?

## Resources:

Management Help: [www.managementhelp.org](http://www.managementhelp.org)

American Express OPEN Business Forum: [www.openform.com](http://www.openform.com)

SCORE/SBA: [www.score.org](http://www.score.org)