

The Technology CheckUp



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Technology can help you leap ahead of the competition. It can help you get more results with less effort.

But, it can also be a big, hairy, scary area of business that becomes costly and confusing.

If you aren't using technology well, your competitors can quickly gain a competitive edge. While you're holding unproductive meetings or delaying projects because of a lack of the right tech, they're growing their business and moving ahead.

So, how can you ensure that you're creating a tech-savvy business that is truly efficient?

Use this simple worksheet to determine what areas of your business need a technology overhaul.

Once you have a sense of where your tech is 'blah' and where it is 'awesome', you can set your focus on the changes you will make to your tech set up so that running your business becomes easier and more efficient.

Here's to doing what you love,

Suzi



Your Tech Check Ratings

On a scale of 1 to 10, rate the effectiveness of your technology as it relates to these areas of your business:

Planning

Rate the effectiveness of the tech you use to brainstorm, plan, organise and be productive.

0 1 2 3 4 5 6 7 8 9 10
Blah Adequate Awesome

Sales & Marketing

Rate the effectiveness of the technology that helps you attract, convert and keep your ideal clients.

0 1 2 3 4 5 6 7 8 9 10
Blah Adequate Awesome

Products

Rate the effectiveness of the tech that helps you brand, price, package and design, manufacture, or deliver and distribute your products or services?.

0 1 2 3 4 5 6 7 8 9 10
Blah Adequate Awesome

Systems

Rate the effectiveness of the technology that helps you systemise your business, create and update procedures and processes.

0 1 2 3 4 5 6 7 8 9 10
Blah Adequate Awesome

People

Rate the effectiveness of the technology that helps you hire people, train them, motivate them and even decide when it's the right time to grow or shrink your team.

0 1 2 3 4 5 6 7 8 9 10
Blah Adequate Awesome

\$ Money

Rate the effectiveness of the technology that helps you manage your finances, receipts, do your bookkeeping or charge and take payment for your products and services.

0 1 2 3 4 5 6 7 8 9 10
Blah Adequate Awesome

Technology

Rate the effectiveness of the technology that helps your business run. E.g. backup systems, internet connections, communication systems, CRM, telecommuting, etc.

0 1 2 3 4 5 6 7 8 9 10
Blah Adequate Awesome

You

Rate the effectiveness of the technology that helps you manage your time, energy, wellbeing, mindset, confidence and ability to juggle all of your priorities.

0 1 2 3 4 5 6 7 8 9 10
Blah Adequate Awesome

Your Tech Check Results Summary

Jot down your ratings from each Growth Zone above:

Score out of 10

Planning	
Sales & Marketing	
Products	
Systems	
People	
Money	
Technology	
You	
TOTAL (out of 80)	

What Your Results Mean

If you scored: 0 - 20

Uh oh. Looks like you have a way to go to get technology leveraging you in business. Take the next step and prioritise what technology is a priority for you to implement in your business.

If you scored: 21 - 40

You're getting started. Likely there are still many opportunities for you to leverage your time and energy and to streamline your operations by introducing new technology.

If you scored: 41 - 60

You're on your way. You've started to harness the power of technology in your business. There are parts of your business that are really flowing, but still a few areas where the lack of tech, or outdated tech might be dragging you down.

If you scored: 61 - 80

You've got a tech-savvy business. Yay you. You're making the most of technology to grow and scale your business and to manage your day-to-day operations.

Next Steps - Your Technology Focus

Now it's time to make plans for your next steps.

How could you be more efficient? What technology could help you leap ahead of the competition?

Could technology help you be more productive or speed up the time it takes for you to take a new product, or marketing campaign to market?

And, what about your communication systems? Could these be upgraded so that you're serving more of your ideal clients more effectively?

What is the No. 1 change or upgrade you would like to make to your technology during Technology month?

What other actions do you want to take over the next 30-90 days in relation to your business technology?

Good luck!