



Business Health Checklist

Take twenty minutes to answer these 16 questions honestly to help you understand where you stand, and where you may need help.

	Yes	No	Not sure
PROFITABILITY			
1. Do you know your gross margin by product or service line, and by customer?	☐	☐	☐
2. Can you name your three most profitable customers and your three least profitable?	☐	☐	☐
3. Have you raised prices in the last 12 months, or tested whether you could?	☐	☐	☐
4. Do you know which costs would flex down if revenue dropped 20%?	☐	☐	☐
CASH FLOW			
5. Can you project your cash position 90 days out with confidence?	☐	☐	☐
6. Do you know your cash conversion cycle (days from paying suppliers to collecting from customers)?	☐	☐	☐
7. Do you know how much cash next year's growth will consume?	☐	☐	☐
8. Could you cover payroll for 60 days if your largest customer paid late?	☐	☐	☐
DECISION-MAKING			
9. Are major investments evaluated against a required rate of return before you commit?	☐	☐	☐
10. Do you have a one-page set of KPIs you actually review every month?	☐	☐	☐
11. When you make a big decision, do you get to the key 2-3 things that drive possible wide-ranging outcomes, and then evaluate results later against your assumptions?	☐	☐	☐
12. Is there someone outside the business who challenges your thinking before major commitments?	☐	☐	☐
VALUE & OPTIONS			
13. Do you know what your business is worth today, and which factors drive that number?	☐	☐	☐
14. Would the business run for 90 days without you?	☐	☐	☐
15. Is there a written plan for ownership transition, whenever that day comes?	☐	☐	☐
16. If a credible buyer called tomorrow, would your financial statements stand up to diligence?	☐	☐	☐

Bring your answers to a free 30-minute discovery call

This checklist is the ideal preparation. We will walk through your answers, identify the two or three levers that matter most right now, and you will leave with something useful whether we work together or not.

Schedule: calendly.com/monroeadvisory/30min | **Email:** greg@monroestrategicadvisory.com