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Checklists are a valuable and essential tool for any size business. They provide a meaningful, realistic way to plan, organize, operate and manage a business and its money, products, services, customers and results. The effective use of checklists is the key to a well-run, profitable business and eliminating the “oops” moments! Checklists are also a paper trail to keep you out of trouble.

What is a checklist?

Checklists are an everyday item that many people use to ensure they're on track with the things they have to do over a period of time. The beauty of the checklist is that you can literally check your progress and see those areas that you still need to work on.

A checklist is used as an aid to memory. It helps to ensure consistency and completeness in carrying out a task. It is often step-by-step instruction to successfully complete a task. A checklist assures all team members work from the same book, accept responsibility and are held accountable.

In working with numerous clients, they are surprised to find out the impact checklists make on their respective businesses once they start using them. Not only does the business' organization get more efficient, it becomes more prolific. The checklists serve as the means to keep employees accountable for the tasks that make a difference in how a business operates. They also serve as a guide and set levels of performance that are expected from all employees. You will move your business light-years ahead when you make a commitment to develop checklists that you need for your business; you will be glad you did.

Why do you need business management checklists?

The way you operate an organized business will determine your profit and success.

If you fly by the seat of your pants (oh well forget it).

The following are the most impor-

Why do you need checklists?!!

tant checklists any small business owner should have customized to fit their respective business operations.

Employee Checklists

Simply put, employee management checklists include activities to ensure that assignments are consistently being made in an effective and efficient manner. Employee management can focus on planning, controlling and monitoring performance of all employees in order to nurture and create caring employees.

Customer Caring Checklists

How you treat your customers generally defines the amount of profit your company will make. Customer caring checklists give you guidelines to help your company to provide memorable and outrageous service. The result is brand loyalty.

Sales checklists

Keep your sales people on their toes.

Accountability leads to best results.

Inexperienced and experienced sales people benefit.

Sales management checklists help keeps staff eyes on the ball from beginning to end.

Sales prime the pump.

Everyone's business would be so much more profitable if owner's paid more attention to developing sales strategies.

You must keep track of sales leads, hot prospects and follow up in order to generate new business.

Finance checklists

The budget and important reports insure financial responsibility and teaches everyone that you run a business and expect to make a profit.

Daily sales reports should include customer counts, and space for important day comments as well as what the weather was like.

Event and promotions checklists

Be ready for your next event, community appearance, concert, private party or rental. Checklists let you know who, what, when, where and why.

How many people are coming, what the program will be, the food and beverage package they get, the program they want and how many staff members

do you need to schedule.

Tell me how you remember it all without a checklist?

The checklist should have space to write a short review of the event, otherwise it will be forgotten. Positive and negative comments about the event will help stage future events.

Safety checklists

Safety checklists are extremely important and most often overlooked. Well documented safety checks, completed incident reports and proper training of staff will keep trouble away from your door.

HOT TRENDS

by Bill Carlson

Great risk management and documentation will be your best defense against any loss.

Rental skates will be problematic if they are not maintained and replaced as needed.

Opening and closing checklists

How do you look when you open for business and what did the staff do last night at closing to make sure you are ready the next day?

You should have opening and closing checklists for not only the building, but also food and beverage, and attractions if you have them.

Crisis management

Do you have a checklist for dealing with a crisis situation?

What will you do or what have you done when faced with a crisis?

Designate the spokesperson for your business when a crisis happens.

The checklist should include all important contacts to be made when a crisis occurs.

Make sure that the facts are known before statements are given to the press, media or other inquiries that could spread inaccurate information.

Maintenance checklists

From the parking lot to the far reaches of your building, the custodial care to your facility tells the story about your business.

There are everyday maintenance tasks that must be done and others that are done at specific intervals. Monitoring these tasks will ensure cleanliness, equipment readiness and longevity as well as making employees responsible for how your business looks and feels every time a customer comes in.

Holiday checklists

The holiday checklist includes tips, activities and to-do lists for celebrating national and international holidays like you've never done before.

This list should also include school vacation and in-service days and special community events.

Summary

Checklists are important and vital to the success of any small business operation. Everyone in your organization will benefit by using checklists. Not only will employee performance be elevated, but so will customer caring and individual pride in your business.

“Isn't it time for you to start working on your business, rather than in it?”

Bill Carlson, Success Coach, offers customized programs that will lead to your business success and ultimate profitability. He can be reached at bill@bill-carlson.net or visit his website at www.bill-carlson.net.

PRODUCT NEWS

Atom introduces 'POISON' Quad Wheel

Atom Wheels recently introduced a high-performance quad wheel for any and ALL skating surfaces. The success and reception of our new 'Poison' (available in standard and slim, retail \$60) has been nothing



short of phenomenal! Poison provides skaters of all types a fast, smooth ride. If you are a derby or round about skater in need of a long-lasting and versatile wheel, look no further... Pick Your Poison!