

Financial training For non financial staff



The financial training specialists

Business analysis model (profit)

My local trainers' network ran a day last week for members about creativity. We looked at lots of things, including a business analysis model, to analyse our own businesses.

It was a very simple model. There was a column for each key area of the business: people, products, processes, clients, strategy, etc. We could add more as appropriate.

Then there were four rows.

One was for the basics that we had to get right in each column simply to survive.

Another for *building on the foundation*. This looked at where we were going the extra mile in each area.

Then *exploiting the unique*. What made us really different? Interestingly, we almost all had things like "Everything tailored to the client's needs, no 'off the shelf' solutions". Sometimes our supposed USP is less unique than we imagine! Which begs the question: "How do we really stand out?"

But we've probably all done this (in a formal or informal way) in our own business or department. So what?

The final row was the one we struggled with. *Harvest*. How do we turn that excellence into loyal customers and profit? Are we doing what they want, or what we think is a good idea? Are we communicating it? Are they prepared to pay for it? This applies whether our customer is the external customer who pays, or the business our department provides a service to.

We want to do things well, but only to add value to the business.