

**80%***of small businesses fail due to*
INTERNAL INEFFICIENCIES.

**Your business—like your body—
requires regular check-ups to
stay healthy.**

The ACE Business Review does this
by identifying pain points, risk
factors, and areas of opportunity in
your business.

Complete the ACE Business Review:

The following sections contain “Yes or No” questions. Questions answered “No” reflect areas of possible concern in your business practices while “Yes’s” represent strengths.

A – ATTITUDE:

Attitude determines perception. The way a business owner perceives their company determines how they run their company. That perception is also felt and mimicked by employees.

Questions:

- Do I focus my attention on the areas of my business that need it most?
- Am I excited about where my business is headed?

Focus Areas:

Attitude is derived from focus and passion—lack of those can indicate underlying issues in areas such as: team building, sales and profitability, leadership, and client gain.

C – CONSISTENCY:

Consistency is key to obtaining business growth and



Cogent Analytics believes in strengthening the small-mid sized businesses that are the backbone of this country.

"From Behind the Desk" is a series designed to offer our expertise in key areas that business owners are challenged with every day.

These emails are *not a solicitation* and are meant to provide insight and information relevant to business ownership.

success. Without consistency, outcomes vary, deadlines are not met, and even the best ideas will fall short.

Questions:

- Do I maintain a schedule for my recurring tasks?
- Am I more likely to finish small necessary tasks than a large exciting one?

Focus Areas:

Consider the following areas to identify any issues with consistency: procedures, time management, delegation, and project management.

E – EFFORT:

It takes effort to find seek out areas in need of improvement. It also takes effort to implement those changes when identified.

Questions:

- Do I look to the “next step” when running my business?
- Am I satisfied with how much I accomplish by the end of the day?

Focus Areas:

Areas responsible for effort include: culture, vision, problem solving, and conflict resolution.

Conclusion:

While completing the ACE Review, you have probably become aware of areas in your business needing improvement. [Click here](#) to visit our business resources or send us a message with your questions.



Cogent Analytics is a business management consulting firm committed to integrity and transparency. We deliver powerful solutions to privately held businesses to help ensure long-term growth and sustainability.

**TO LEARN MORE ABOUT IMPROVING YOUR BUSINESS,
CHECK OUT OUR BUSINESS RESOURCES:**

CLICK HERE

