

Business smart health check

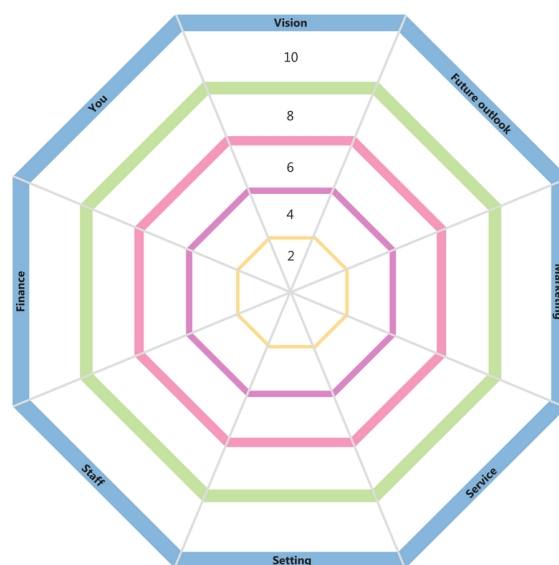
Use this simple tool to help you think about your business – the aspects of your work that are going well, and the things you might need to look at further. The idea is based on a Life Wheel, a commonly used technique that helps people examine what is, and isn't, going well in their lives. In this instance, you'll be applying the questions and answers to just your childminding business.

How it works

On a scale of 0-10, mark in each segment how you feel about the various areas of your business. 0 indicates you're not feeling at all confident, 10 shows that things are great.

When you've considered all eight aspects, join the dots and shade in the shape you've made to give you an idea of how your business is looking. Is your shape large and even? Or lop-sided and stunted?

It's worth putting aside some time for this exercise. Ask yourself the questions below and answer them honestly. It will help you identify the areas of your business that you may need to concentrate on.



Vision – are you clear on what you want for your business – what are you trying to achieve?

Future outlook – how confident that your business will be sustainable for the future. Have you thought about the next few years once your current parents move on and do you have plans in place to sustain your business?

Marketing – how do you rate how you promote / market your services? Have you got an up-to-date website / are you on childcare search engines so potential parents can find you (link to marketing section).

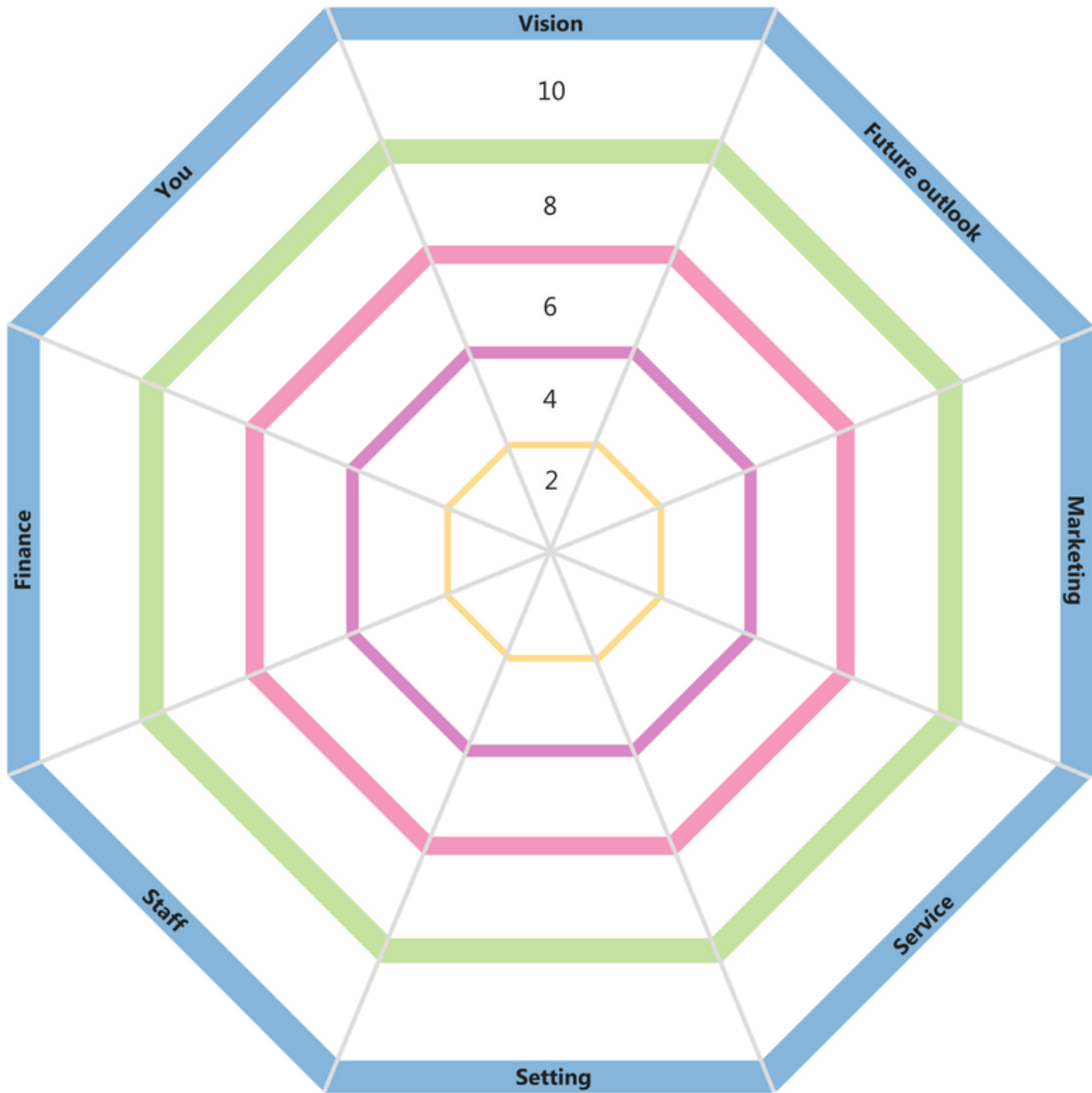
Service – how confident are you in the service you offer? This is not just about Ofsted grade, but are you confident in what you are offering to parents and children as the best it can be?

Setting – how well does your setting work for you? Is it looking a little tired and in need of some updated toys, or are you really proud when you show parents around your setting? Are you using your space efficiently, or could you make more of it?

Staff – if you have assistants / apprentices – how is this adding to your setting – how happy are you with the current arrangement and could you do more, or are there areas you need to address?

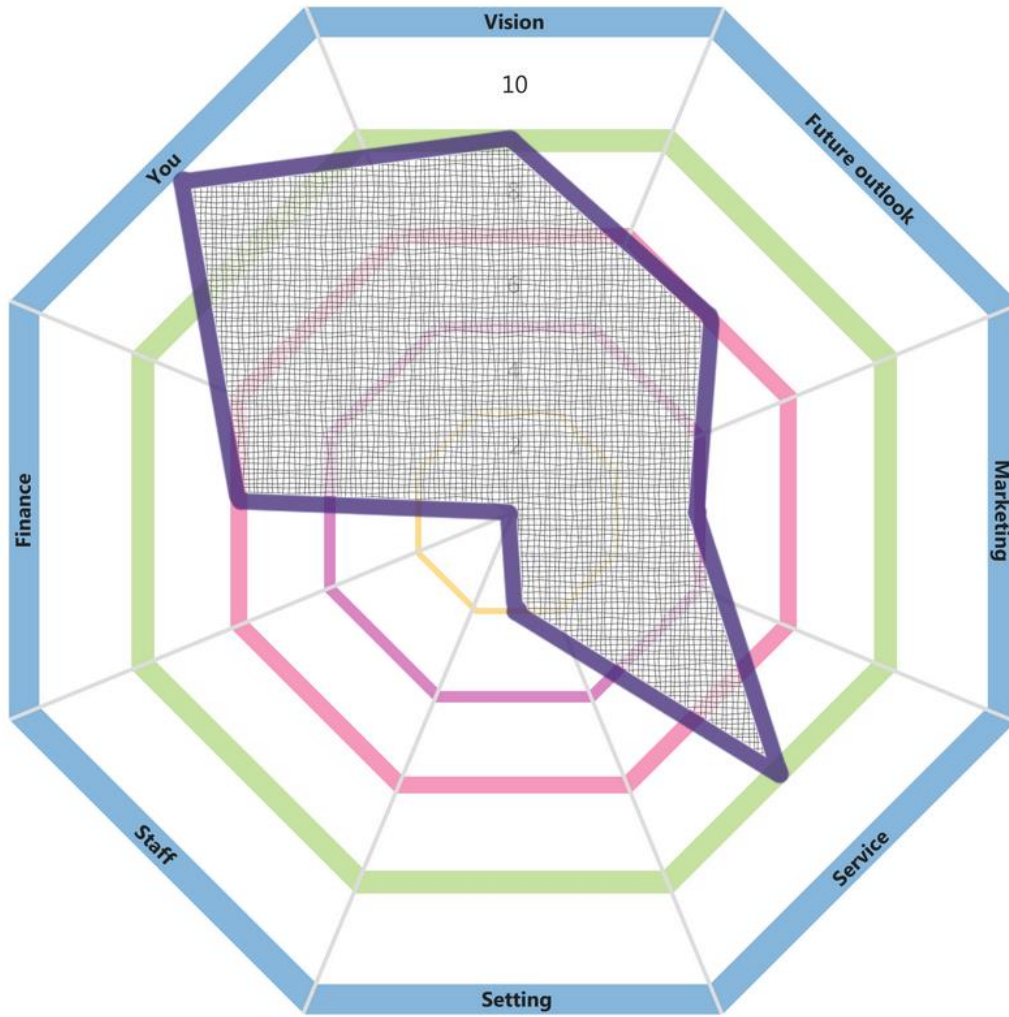
Finance – How financially sound does your business feel? How confident are you in understanding your costs and income? Are there improvements you could make here?

YOU – how would you rate how satisfied you are in your job right now?



Example version

Areas to consider	Score	My reflections
Vision – are you clear on what you want for your business – what are you trying to achieve?	8	I want to register as a Childcarer on Domestic Premises. I’m not far off now, but know that I need to do more work on the finances aspect of things. I want to change my registration in six months, and by this time next year, have assistants and more children.
Future outlook – how confident that your business will be sustainable for the future. Have you thought about the next few years once your current parents move on and do you have plans in place to sustain your business?	6	I’m currently turning children away, I know that the demand for my services are out there. The changes in funding might have an impact, though. I need to investigate this more.
Marketing – how do you rate how you promote / market your services? Have you got an up-to-date website / are you on childcare search engines so potential parents can find you (link to marketing section).	4	I rely on word of mouth. That’s fine for my current set-up, but when I have assistants and more spaces I need to be certain that I have enough clients to fill my spaces. I’ll start investing time and effort into marketing now.
Service – how confident are you in the service you offer? This is not just about Ofsted grade, but are you confident in what you are offering to parents and children as the best it can be?	8	I’m pretty sure I’m offering a top-notch service. I’m due an Ofsted inspection in the next nine months, so will use this time to really brush up on my paperwork and planning so it’s the best it can be.
Setting – how well does your setting work for you? Is it looking a little tired and in need of some updated toys, or are you really proud when you show parents around your setting? Are you using your space efficiently, or could you make more of it?	2	I hadn’t realised just how tired some of my resources and materials are looking. The garden toys, in particular. Seeing them through fresh eyes makes me realise I need to budget to replace them before the summer.
Staff – if you have assistants / apprentices – how is this adding to your setting – how happy are you with the current arrangement and could you do more, or are there areas you need to address?	0	I don’t have any staff – yet! I plan to start recruiting in the next couple of months.
Finance – How financially sound does your business feel? How confident are you in understanding your costs and income? Are there improvements you could make here?	4	Things are fine now, but there are so many changes coming. I need to be confident that my plans will make financial sense for me and my family.
YOU – how would you rate how satisfied you are in your job right now?	10	I love being a childminder. It’s the best move I ever made!



Business name:

Date of review:

