

**Embracing Technology – worksheet to review and improve your business**

In this worksheet we are addressing the major elements in working thought the processes to review your sign and digital print business. Be forthright and honest with yourself it is your future. Well already know it is changing. It is your choice to make it better or worse.

**Some must have items on your business improvement checklist:**

A key to ensuring you tick all the boxes is creating you own personal checklist to embrace the SWOT in your business and market place. Now, remember it’s your checklist and therefore it’s important to personalise to your needs.

Lastly – If you are in any doubt about your ability, skills or commitment to this ‘future review and plan” my best recommendation is to outsource it! The VERY last out come you want is to not follow through as a project of this nature is critical to your future. Yes, we do offer this service – call me John Hadfield +61 418 161 600 or [john@controlzone.com.au](mailto:john@controlzone.com.au)

**Part 1 – People – are you ready to change**

The origin point for business failure can be defined by the organisations inability to change. Why is change so difficult? Realistically, there is almost infinite number of reasons why people struggle with change. Without delving too deeply here are a few issues about change for you to tackle:

- **We have always done it this way** – Old habits die hard your challenge is to develop those who want change.
  - **A1** – Assess your staff and yourself to establish who is ready for the journey and why. They are :-  
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  - **A2** – What are the skills your key people have:-  
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  - **A3** – Who in your team needs additional skills and what are those skills.  
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- **People resist losing control** – many can work between being in control and following the pack – review your team.
  - **A1** – Assess the personality types and perhaps look at outsourcing a personality profile for each :-  
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  - **A2** – Once you understand more about their personalities – do you have the right person in the right position? :-  
 Name.....Role.....  
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Name..... Role.....  
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- **A3** – Review this list when you have decided on market areas in next sections of this worksheet, as you may find a personality, skill or professional gap in your future team, not down your immediate ideas .  
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- **What’s in it for me? WIITFM** – Understand the process of change relative to the people involve and take time to educate the benefits and features for them.
  - **A1** – As you are building profiles about your future team, just as there has to be a reward and benefit for you, shouldn’t there be a balance with your staff, ask them what the need :-  
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  - **A2** – Conduct a Brain Storming session to involve the staff and leverage their insights in your business:-  
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  - **A3** – Have a one to one discuss with each person to open doors or communication.  
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- **Exhaustion** – Business who continually change without balance often leave the team behind or just wear them out.
  - **A1** – It requires energy and commitment to change, ask them about previous bad experiences ( in your and previous employment and factor “ what to avoid into your plan :-  
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- **A2** – Establish who want to be part of the changes and who doesn't :-  
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- **A3** – Highlight and list the positives and the risks. Like job losses, extra work load, learning new skills, new premises, more people, etc  
Strengths.....  
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.....Weaknesses.....  
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- **Insecurity** – Stress often results from the unknown – keep your team informed appropriately.

- **A1** – Conduct a team meeting to establish and list concerns of staff :-  
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- **A2** – Then take the time to list all the upsides of your new vision :-  
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- **A3** – Conduct a “the future is bright” lunchtime meeting and highlight and list the positives  
Strengths.....  
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.....Opportunities.....  
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- **Reduction in power or loss or prestige** – many fear change will reduce their skills, leave them feeling silly or inadequate or lower their self-esteem.

- **A1** – How are you going to reassure the staff their new or existing role will offer them benefits, make a list :-  
Strengths.....  
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.....Opportunities.....  
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- **A2** – Invest in those you feel are ready for the journey and have a face to face meeting with them :-  
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- **A3** – Record their concerns and offer offsets you know you can deliver with their commitment:-

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Develop your own additional actions and add to this list, to ensure the coverage is tailored to suit your business vision, your staff and the future plans evolving.

**Part 2 Equipment – output increases that will take your breath away**

Over the last three decades we have seen rate of change that I would like to propose is at least a 2000% increase multiple from the starting point in signage including wide format while in small format print its many times more!

You have read the article and potentially had a sleepless night or I’m hoping you see a vision of endless opportunities! Let me offer you this – Did the Wright Brothers imagine a world where 300 odd people step on board a Boeing 777 and in literally hours step foot on to another continent? Here is your chance to open your mind, your opportunities and cheque book (while we still have them before money goes fully electronic) and create your own vision of the future in sign, print and graphics

**What is our equipment of the future** – sure **A1** is easy as its based on facts. However **A2** – is why we are doing this audit, be brave and challenge yourself – we can worry about the nuts and bolts latter – **Dream Big!**

- **A1** – How is your current equipment suited to your current business, make a list and do an audit :-

All Current Equipment:

1. Digital print:
2. Finishing:
3. Engraving:
4. Laser:
5. Work Environment:
6. Other

(Use the SWOT below to cut and paste under each of the Equipment you have and conduct a SWOT)

Strengths.....  
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Weaknesses.....  
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Opportunities.....  
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Threats.....  
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**A2** – Now create a shopping list for the future, make a list with dates of proposed investment:-

All New Equipment:

7. Digital print: installed by // 201.
8. Digital 3D: installed by // 201.
9. Finishing: installed by // 201.
10. Engraving: installed by // 201.
11. Laser: installed by // 201.
12. Work Environment: installed by // 201.
13. Other..... installed by // 201.

(Use the SWOT below to cut and paste under each of the Equipment you NEED and conduct a SWOT)

Strengths.....  
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Weaknesses.....  
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Opportunities.....  
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Threats.....  
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**Part 3 – Market areas – which sector can deliver profit and growth to your business?**

Answer these questions –

*“Is your business ready to find new markets and develop customers in this brave new world?”*

(Use the SWOT below to cut and paste under each of the Equipment you NEED and conduct a SWOT)

Strengths.....  
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Weaknesses.....  
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Opportunities.....  
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Threats.....  
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*“ If your business model is a proven and tested ask yourself ‘will my methods work for 2020 – that’s only five years away? “*

(Use the SWOT below to cut and paste under each of the Equipment you NEED and conduct a SWOT)

Strengths.....  
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 .....  
 Weaknesses.....  
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 Opportunities.....  
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 Threats.....  
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Therefore your challenge is to understand the growing markets and capitalize on them. The full evolution of disruptive technology is increasing it hold more rapidly.

Therefore your challenge is – which of the rapidly evolving markets in digital technology are for you and your clients?

- **3D or Additive printing** – is this a potential market for you?

(Use the SWOT below to cut and paste under each of the Equipment you NEED and conduct a SWOT)

Strengths.....  
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 .....  
 Weaknesses.....  
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 Opportunities.....  
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 Threats.....  
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- **Soft Signage** – Do you see yourself growing this area of your business?

(Use the SWOT below to cut and paste under each of the Equipment you NEED and conduct a SWOT)

Strengths.....  
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Weaknesses.....  
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 .....  
 Opportunities.....  
 .....  
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 Threats.....  
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- **Digital Advertising** – Is your client base and business model adaptable to grow the increasing and overlapping area of Digital Screen Advertising?

(Use the SWOT below to cut and paste under each of the Equipment you NEED and conduct a SWOT)

Strengths.....  
 .....  
 .....  
 .....  
 Weaknesses.....  
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 .....  
 Opportunities.....  
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 .....  
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 Threats.....  
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- **Emerging digital printer trends** – You are a ‘sign and graphics business- right’ Is the a growth area in - branding – the décor market place or packaging.

(Use the SWOT below to cut and paste under each of the Equipment you NEED and conduct a SWOT)

Strengths.....  
 .....  
 .....  
 .....  
 Weaknesses.....  
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 Opportunities.....  
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 Threats.....  
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**My glimpse into the future** – the market needs agile, innovative and market focused entrepreneurs who will immerse themselves in the clients’ vision or problem and become their ultimate graphic solutions provider.

**Part 4 – How can your management style tackle the increasing challenges that technology and compliance is pushing you to accept?**

- **A1** – How is your business software suited to your current business, make a list and do an audit :-

**Design and creative: Rate from 1 to 10**

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Needs Replacing – Poor - I can live with it - Ok, but needs improvements - Average Good Perfect									
1	2	3	4	5	6	7	8	9	10

**Quoting, Jobs and production: Rate from 1 to 10**

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 .....  
 .....

Needs Replacing – Poor - I can live with it - Ok, but needs improvements - Average Good Perfect									
1	2	3	4	5	6	7	8	9	10

**Office and administration: Rate from 1 to 10**

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Needs Replacing – Poor - I can live with it - Ok, but needs improvements - Average Good Perfect									
1	2	3	4	5	6	7	8	9	10

**People management systems: Rate from 1 to 10**

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Needs Replacing – Poor - I can live with it - Ok, but needs improvements - Average Good Perfect									
1	2	3	4	5	6	7	8	9	10

**WHS and compliance systems: Rate from 1 to 10**

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Needs Replacing – Poor - I can live with it - Ok, but needs improvements - Average Good Perfect									
1	2	3	4	5	6	7	8	9	10

**Now, I suggest write a critical analysis of precisely where you believe you are by conduction a SWOP analysis as below:**



Strengths.....  
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 Weaknesses.....  
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 Opportunities.....  
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 Threats.....  
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**Part 5 – Where in your future plans are pathways that develop the real benefits for you, your business and your clients.**

Perhaps the key to the entire worksheet and if I may be so bold – your future business? Once again, I challenge you to consider this simple statement – *“the business which has the best relationship with the customer will triumph.”*

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- **A1 – Do you have a clear vision for the business output you will make, as without this you won’t know what kind of services and products to identify and develop for your customers.**

**Detail your ideas - Rate from 1 to 10**

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	Poor		Average		Above Average		Good			
Perfect	1	2	3	4	5	6	7	8	9	10

- **A2 – Decide what you want out of your business, define your products and requirements – then develop your customer base around that vision.**

**Detail your ideas - Rate from 1 to 10**

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	Poor		Average		Above Average		Good			
Perfect	1	2	3	4	5	6	7	8	9	10

- **A3 – What role does your business play in adding value to your customers business?**

**Detail your ideas - Rate from 1 to 10**

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Perfect	Poor		Average			Above Average		Good		
1	2	3	4	5	6	7	8	9	10	

- **A4 – Is your business just a sign and print supplier or should your forge a logistics partnership – developing your products, services and quality actually become part of your customer’s vital lifeline?**

**Detail your ideas - Rate from 1 to 10**

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Perfect	Poor		Average			Above Average		Good		
1	2	3	4	5	6	7	8	9	10	

- **A5 – Perhaps your future lies in ecommerce – you look at offering personalised e-ordering whereby the ordering portal you have developed once again is a part of your customers vital lifeline?**

**Detail your ideas - Rate from 1 to 10**

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Perfect	Poor		Average			Above Average		Good		
1	2	3	4	5	6	7	8	9	10	

- **A6 – Define the potential to increase the economic value of the business – and decided are you pull or push? By way of simple explanation “A customer wants to buy a product (pull), and your business (push) will satisfy the customers needs. Is this a sustainable model for the future for you? Or should your pull?**

**Detail your ideas - Rate from 1 to 10**

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Perfect	Poor		Average			Above Average		Good		
1	2	3	4	5	6	7	8	9	10	

- **A7 – Do you have a clear vision for the business output you will make, as without this you won’t know what kind of services and products to identify and develop for your customers.**

**Detail your ideas - Rate from 1 to 10**

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Perfect	Poor		Average			Above Average		Good	
1	2	3	4	5	6	7	8	9	10

- **A8 – Is there a transition phase, to change your marketing direction, if yes how are you going to step forward here?**

**Detail your ideas - Rate from 1 to 10**

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Perfect	Poor		Average			Above Average		Good	
1	2	3	4	5	6	7	8	9	10

- **A9 – Put plans in place for managing the marketing and sales process, create policies that build trust, respect and connection to the right people within your customers business**

**Detail your ideas - Rate from 1 to 10**

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Perfect	Poor		Average			Above Average		Good	
1	2	3	4	5	6	7	8	9	10