

Contractor's Evaluation Wheel

Business Sector Questions

Use the questions below to help you review and evaluate your organization. These questions are provided to prompt you to think about your company and identify your current strengths and weaknesses. They are not inclusive, they are intended to help start the conversation.

Brand Recognition and Perception

- Is your organization recognized for your message?
- How does the public perceive your organization?
- Do people know your unique selling proposition?
- Do you get positive ratings on your projects?
- Do you solicit feedback from your customers?
- What is your customer feedback?
- Do your customers refer you to others?

Sales and Marketing

- Do you have a sales and marketing plan?
- How effective is your marketing efforts?
- Do you know your target clients?
- Do you track your marketing efforts?
- Are you getting the necessary leads?
- Are your marketing materials telling the right message?
- Do your sales efforts include follow up with existing customers?
- Does everyone in your organization understand they are part of the sales team?
- Do you have a Go/No-Go review on potential clients?

Estimating

- Do you have an overall estimating plan?
- Do you have a Go/No-Go review on potential projects?
- How accurate are your estimates?
- Do you have qualification criteria?
- Do you have a review process?
- What is your win ratio?
- Do you compare your estimates versus actual costs?
- Do you track industry trends?

Project Planning

- How well do you plan your projects?
- Do you have written project plans?
- Can someone off the street review your plans and understand the approach?
- Do you create accurate budgets and schedules for each project?
- Does someone review each project plan?
- Do you track and update your project plan throughout the project?
- Do you follow up on your project plans?

Project Management

- How well are your projects managed?
- Are you project managers constantly putting out fires?
- Do you have reporting procedures in place?
- Do you hold regular project review meetings with senior management?
- Do you have the right qualified staff to manage your projects?
- Do you have adequate project controls?

Accounting

- Do you have accurate accounting / bookkeeping?
- Do you do job costing? Is it complete and accurate?
- Do you have cashflow budgets for each project and overall?
- Do you have payment approval processes?
- Is your invoicing to your clients accurate and timely?
- How well do you protect your lien rights with clients?

Resources

- Do you have adequate staff?
- Do you have the right culture to suit your organization?
- How well do you train your employees?
- Are expectations clear?
- Are your benefits outstanding?
- Do your employees feel part of the team/family?
- Do you have regular reviews/feedback?
- Do you have the right tools for your projects?
- Do you have the right computer hardware/software for your organization?
- Do you have the necessary equipment to perform?

- Do you have a resource allocation plan and tracker?

Management & Controls

- Do you have an overall company budget?
- Do you have a clear organizational chart?
- Do you manage your overhead?
- Do you have written goals?
- Do you have a clear mission statement?
- Do you have proper controls in your organization?
- Do you have proper leadership that is aligned with your vision?
- Do you have the necessary real estate/buildings?