



STRATEGIES FOR GROWTH CHECKLIST

Focusing your Big Society activities

1. Do you as the owner/senior manager have a mindset focused on the growth of your business or enterprise?

Yes? Go to Question 2 No? What action will you take to remedy this? You could:

- Listen to the interviews with business owners during Summit week
- Talk to colleagues, friends, perhaps a coach to help focus on the positive

2. Are your Big Society activities strategic and aligned with your business strategy?

Yes? Go to Question 3 No? What action will you take to remedy this? You could:

- Ask yourself, what type of business are we? What is our passion? What part of the Big Society aligns with our passion?
- What do we already do for the Big Society that inspires and motivates us and brings benefits to us and the Big Society?
- Ask colleagues, staff and customers what Big Society activities are central to your business

3. Are your Big Society strategic activities outlined in your strategic, business and/or financial plans?

Yes? Go to Question 4 No? You could need to write them in to your core business plans

4. Have you taken the first step?

Yes? Go to Question 5 No? You need to agree and take the first step

5. Do staff, customers, suppliers and your community know what you are doing?

Yes? Go to Question 6 No? You need a communication plan to support your business plans

6. Keep going, do more and enjoy!

7. Monitor, review and build