REAP What You SOW: A Cyclical Process For Improving Business Performance

1. **Review** – Gather Business Performance Data and Stated Goals
    1. **Statistics** – Sales, Website Stats, Revenue, Growth, etc
    2. **Objectives** – Review progress on previous cycles objectives and core mission.
    3. **Workforce** – Discuss potential bottlenecks and growth opportunities with team.

2. **Evaluate** – Analyse what seems to be working and where there is room for improvement
    1. **Strengths** – Identify what types of work and plans have proved most effective.
    2. **Opportunities** –Prioritise any identified opportunities based on strengths.
    3. **Weakness** – Identify any weakness that may impact your progress.

3. **Adapt** – Define one or two core focus based upon each of the following categories.
    1. **Strategies** – Create an overall strategy for exploiting identified opportunities.
    2. **Objectives** – Define specific objectives and deadlines to enable your strategy.
    3. **Workflow** – Make any required workforce or system changes necessary.

4. **Perform** – Work towards milestones with regular scheduled reviews.
    1. **Systemise –** Document systems and processes at every stage for lessons.
    2. **Optimise –** Constantly measure, learn and adapt as lessons are learnt.
    3. **War-Room** – Develop and make use of a platform for real time feedback.

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