

Small Business Considerations for Results

As an examiner you go into a company listening to what “they” say is important (organizational profile) and then matching their results with what they said was important. A small company may not have the resources available to measure all but the most critical results items in detail. Consequently, small businesses may not have a large number of charts and graphs and those that they do have may not be detailed or segmented. For example, when presenting workforce results, data may not be segmented by department. Rather, the entire workforce may be represented with each data point.

When you examine a small business, be sure you understand their core business and what they say is most important to them. Have they identified key measures for these areas? Are they gathering and analyzing data that enable them to assess their own performance and make fact-based decisions? Is performance improving over time? Are they performing better than their competitors?