



How Can I Make My Business Stronger and Reduce Risk?

1. How stable and diverse are your customers? If you are too concentrated in one sector, have you examined what diversification would look like for your business?
2. How do your financials reports compare to your industry and your competitors?
3. Do you make cash flow projections and compare probable, best, and worst-case scenarios?
4. Have you analyzed your business for possible cost savings or growth?
 - a. Improvements in operational efficiency
 - b. Supplier, quality reliability, and price
 - c. Debt expense, terms, and security
 - d. Employee turnover, cross training, value added, and alternatives
 - e. Marketing, Website, Social Media, Mobile, Google Listing, and Pricing
 - f. Different target markets and/or exporting
5. Do you consider your exit/succession strategy with every major change or investment?
6. Is your standard of living hurting your business stability or exit strategy?
7. If you have multiple owners, members, shareholders, or investors; do your agreements state how the value of the business is determined at transition?
8. Do you have a risk reduction and emergency plan?
 - a. Adequate Risk Insurance
 - b. Inspection and Maintenance

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- c. Human Resource Safety, Reviews, Job Descriptions, Policies
 - d. Natural Disaster Mitigation Plans
 - e. Structure and formalities to limit legal liability
 - f. Cyber Security knowledge and good practices
 - g. Cash Reserves
 - h. Embezzlement prevention plan
9. How could your local SBDC help strengthen your business? Contact us:
idahosbdc.org/

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