# OPERATIONAL WORKBOOK

**1** **Make a list of all of the operational problems in your organization.**

List All of Your Operational Problems:

i.e., Time from production to market is too long, poor client satisfaction rate, etc.

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**2** Now from your list, choose the top five operational problems in your organization, and write them below.

1

2

3

4

5

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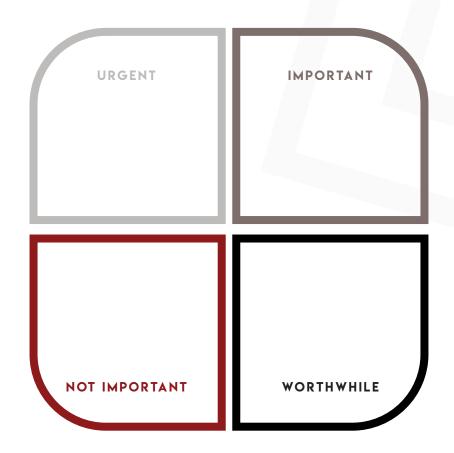**2** **Then, categorize the top 5 operational problems in the priority matrix below**

— as urgent problems to fix, important problems to fix, worthwhile problems to fix, and not important problems.

| URGENT | IMPORTANT |
| --- | --- |
| NOT IMPORTANT | WORTHWHILE |

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## OPERATIONS

### BUSINESS ANALYSIS

PROFIT ANALYSIS
BRAND ANALYSIS

### CUSTOMER EXPERIENCE (CX) STRATEGY

VALUE PROPOSITION DEVELOPMENT
CUSTOMER SEGMENTING & TARGETING
GO-TO-MARKET STRATEGY
CUSTOMER GROWTH STRATEGY

### BUSINESS PROCESS IMPROVEMENT (BPI)

PROCESS MAPPING
TECHNOLOGY ENABLEMENT

## SALES

### SALES STRATEGY (SALES OPERATIONS)

SALES ASSESSMENT
SALES ORGANIZATIONAL STRUCTURING
SALES PROCESS

### SALES ENABLEMENT

SALES CONTENT OPTIMIZATION
TECHNOLOGY & AUTOMATION

### SALES COACHING (SALES MANAGEMENT)

RECRUITMENT & HIRING OF SALES STAFF
ON-BOARDING PROGRAMS
SALES TRAINING WORKSHOPS

## MARKETING

### MARKET ASSESSMENT

SURVEY DATA COLLECTION
MARKET RESEARCH
DIGITAL MARKETING ANALYSIS

### MARKETING STRATEGY

MISSION & VISION
MARKETING PLAN
GOALS & OBJECTIVES

### AGENCY RELATIONSHIP MANAGEMENT

AGENCY EVALUATION
AGENCY SELECTION
SCOPE OF WORK