

SEVENTEEN QUESTIONS ABOUT YOUR OWN COMPANY.

If somebody asked you these right now, **could you answer them in under sixty seconds?** Not find out by this afternoon. Answer. These are the Data Visibility questions out of the TMI Intelligent Company Audit, word for word.

One rule: "I would have to ask someone" is a no.

MONEY IN 01 ☐ Revenue today Not this month. Today. 02 ☐ Revenue this month To the day, without opening three things. 03 ☐ Open quotes How many are live right now. 04 ☐ Total quote value What the pipeline is actually worth.	WORK IN THE BUILDING 05 ☐ Jobs currently active Everything open, in one number. 06 ☐ Jobs behind schedule Which ones, and how far behind. 07 ☐ Upcoming capacity What you could take on next week. 08 ☐ Inventory shortages What is about to stop a job.
WHAT IT EARNS 09 ☐ Gross margin by job Per job, not an average across the year. 10 ☐ Most profitable service By margin, not by revenue. 11 ☐ Least profitable service The one you would be better off not selling. 12 ☐ Outstanding invoices Who owes you, and for how long.	WHO AND WHAT IS CARRYING IT 13 ☐ Best customer By what they are worth, not by who calls most. 14 ☐ Customer concentration What share of revenue your largest account is. 15 ☐ Labour utilisation How much of what you pay for is on billable work. 16 ☐ Equipment utilisation What is earning and what is parked. 17 ☐ Sales pipeline What is coming, with enough detail to plan around.

There is nothing to add up. This is not a scorecard and there is no number at the end, because a number you generate about your own company is worth very little. If you had to ask somebody, that is the finding: the data exists, and nothing is reading it together. That is what the first part of the audit is for.

FIFTEEN MINUTES, FREE

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