

HOW PRODUCTIVE AND EFFECTIVE ARE YOU?

Find your quadrant on the Business Optimisation Matrix

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If you are about to complete this assessment, you may have read my strategy paper **How to Boost Productivity and Effectiveness – 5 Principles to Elevate Your Business Success** (available as a free PDF from my website). You might have now decided that it's time to make a change. I believe that change can start with the self-assessment and accompanying **Business Optimisation Matrix** in this document.

BENEFITS

This self-assessment and matrix will help highlight the areas of **productivity** and **effectiveness** you excel in and those that might need some attention. It is a useful tool to assist in implementing actions and strategies for areas including:

- › Optimising productivity and effectiveness to accomplish more with less time.
- › Establishing empowering habits and routines for all roles in life and business.
- › Achieving greater clarity and control with a laser focus on key outcomes.
- › Being better organised with a disciplined focus on high-payoff activities (HPAs).
- › Freeing up time by prioritising what needs to be done.
- › Documenting processes to enable your business to fast-track results.
- › Building a more sustainable business for a more balanced lifestyle.
- › Identifying and achieving key strategic objectives and measuring their progress.
- › Business growth solutions that attract and retain ideal clients.
- › Empowering staff by ensuring they are accountable and professionally developed.

PRODUCTIVITY AND EFFECTIVENESS DEFINED

Productivity is about how you do what you do, the resources you use and the way you go about things. **Effectiveness** is about outcomes, the measures you have and your competitiveness in your chosen field. Together, they empower you to create results that contribute to achieving optimum performance.

WHERE SHOULD I BE ON THE MATRIX?

My experience is that we all operate best when we are in Quadrant 1 on the matrix. Achieving high productivity and high effectiveness results in attaining optimum performance that, in turn, positively impacts both you and your business. I have always maintained being in Quadrant 1 is not about doing more – it's about doing the right things which result in doing less because you are using your time wisely.

HOW DO I COMPLETE THE ASSESSMENT?

Complete the self-assessment, in **Your Matrix Assessment** below. Assess yourself on a scale of 1-5 for each of the attributes under both productivity (**Part 1**) and effectiveness (**Part 2**). Allow yourself 5 minutes to complete each section.

In Part 3 use these results to plot your position on the **Business Optimisation Matrix** that follows.

YOUR MATRIX ASSESSMENT PART 1

Rate yourself on your productivity attributes

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PRODUCTIVITY X-AXIS

In the right columns, rate yourself from 1 to 5 on how often you display the attributes and habits listed below. You can type answers directly into this PDF, or print out to complete manually.

1 = Never 2 = Hardly ever 3 = Sometimes 4 = Mostly 5 = Always

1	You are organised	Use a daily plan. Know the outcomes to be achieved. Have a structured approach to getting things done and are producing results.	
2	You have focus	Know how to identify priorities. You use this principle to keep tasks and projects moving forward and close open loops. Pay attention and follow-through.	
3	You are disciplined	Have self-control. Put first things first and monitor personal KPIs. Don't take shortcuts. Prepared to do uncomfortable tasks and have difficult conversations when required.	
4	You use time efficiently	Get the important things done and don't waste time. You minimise distractions, delegate and don't multi-task.	
5	You have personal values	Are self-aware and trustworthy, with integrity. You are clear on what you stand for and are a role model for staff.	
6	You are motivated	You have a willingness to take action. Have the ability to keep moving forward, achieving and producing results.	
7	You demonstrate a high level of leadership	Direct the business and positively influence and motivate the people around you. You are more than a manager.	
8	You are accountable	Take personal responsibility and don't look to lay blame. You optimise your contribution and measure your results.	
9	You have supportive personal habits and routines	Have daily habits that support you and make you efficient. Use routines that optimise your wellbeing and work contribution.	
10	You are resilient with an empowered mindset	Personal resolve, optimistic, with a bias for action. Don't let things get you down and recover quickly from difficult or challenging situations, with an ability to resolve problems.	
11	You look to achieve personal growth and balance	Embrace personal development and your health, relationships, recreation, finances and family.	
12	You have a proven decision-making process	When it comes time to make important decisions, you have a straightforward process to make timely and effective decisions.	
13	You have the required skills and expertise	Maintain your level of education and personal development to optimise your contribution to the business.	

14	The business is innovative	Internal processes and activities are consistently reviewed for improvements. Introduce new products and services for clients to add extra value and meet their changing needs.	
15	The business has empowered and accountable employees	Employees are empowered, love what they do and are driven to achieve the company vision. They are productive, valued, and a significant contributor to its success.	
16	The business has written strategic objectives	There are long-term (3 years) and immediate (90 days) goals. You review and measure progress regularly, and use a SWOT analysis as part of the business planning process.	
17	The business is client-focused	Defined target client niches, points of difference, know how the business adds value and regularly obtain client feedback.	
18	The business has quality HR practices	Use job descriptions, an onboarding process, ensure employee accountability, conduct performance reviews, provide strong leadership and develop staff through training.	
19	The business has strong brand recognition for marketing	Recognised in the market and by niche customers as providing the products and solutions sought by them. Positive reputation.	
20	The business has documented internal systems and processes to drive operations	Up-to-date systems and processes ensure the business is effective and produces consistent results and customer experiences.	
21	The business uses KPIs and effective management reporting	Clear key performance indicators. Sales, revenue, client retention, client growth, marketing strategies and pillars, administration deliverables, benchmarks and turnaround times.	
22	The business uses up-to-date resources and technology	Use technology and latest resources to enhance productivity, optimise competitiveness, and minimise operating costs.	
23	The business is adequately resourced	The business is adequately funded and resourced to achieve its objectives.	

How many attributes did you rate as either a 4 or 5?

Plot the above total on the productivity X-axis in the Business Optimisation Matrix.

YOUR MATRIX ASSESSMENT PART 2

Rate yourself on your effectiveness attributes

EFFECTIVENESS Y-AXIS

In the right columns, rate yourself from 1 to 5 on how often you display the attributes and habits listed below. You can type answers directly into this PDF, or print out to complete manually.

1 = Never 2 = Hardly ever 3 = Sometimes 4 = Mostly 5 = Always

1	You are results oriented	Achieve the outcomes needed. You are persistent and approach things systematically to get results.	
2	You are a thought leader	Recognised as an authority in your field.	
3	You are adaptable to change	Make changes as required and not staid in your approach.	
4	You have a clear vision	Know where you are going and what you need to do.	
5	You are clear on the outcomes required	Understand your role and what you need to achieve.	
6	You focus on high-payoff activities (HPAs)	Spend a high percentage of your time on HPAs compared to anything else. Measure the results achieved for these activities.	
7	You set goals	Set meaningful and challenging goals. Have a clear direction and work ethic to achieve them. Have clarity about your short and long-term goals.	
8	You are outcomes-driven	Work to achieve both your long and short-term goals with consistent action.	
9	Personal satisfaction	Your approach enables you to achieve personal and professional (career) goals and desired lifestyle.	
10	You measure results	Regularly allocate time to engage in assessing how you are progressing and identify any required adjustments.	
11	The business focuses on its objectives	Have clear vision, mission and objectives and implement the planned steps to achieve them.	
12	The business is client-centric	Clients are satisfied and provide referrals; they feel they receive value for money and achieve the results required. You always seek client feedback.	
13	Quality of the work produced by the business is of a high standard	There is a focus on quality work delivered in a timely manner consistently.	

14	The business is focused on delivering value to all clients	Clear on what value means to clients and can communicate that effectively.	
15	The business is adaptable	Monitor change in markets and have the flexibility to react effectively when required.	
16	The business regularly assesses its performance	Regularly monitor progress and make adjustments when required.	
17	The business has effective growth strategies	Have multiple active marketing pillars that ensure it engages with its niche markets regularly and consistently.	
18	The business is an employer of choice	People want to work for the business. You offer attractive remuneration, provide great feedback, and the opportunity to progress and grow. Communicate personal development and training opportunities.	
19	The business uses technology to its advantage	Is not antiquated in its use of modern technology.	
20	The business has clear benchmarks	Knows what it needs to focus on to ensure it achieves its objectives.	
21	The business is competitive	Competitive in the areas of price, offer, client value and solutions.	
22	The business is sustainable	Is profitable and has strong competitive positions on key drivers of success and with its niche markets.	
23	The business is growing	Consistent business growth and development is a sign of progress and achievement.	
How many attributes did you rate as either a 4 or 5?			

Plot the above total on the effectiveness Y-axis in the Business Optimisation Matrix.

THE BUSINESS OPTIMISATION MATRIX PART 3

After completing Your Matrix Assessment, plot your results

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Once you have completed both assessments, add the total number of attributes you rated as either a 4 or 5 in both productivity and effectiveness.

On the Business Optimisation Matrix, plot your **productivity score on the X-axis** and **effectiveness score on the Y-axis**.

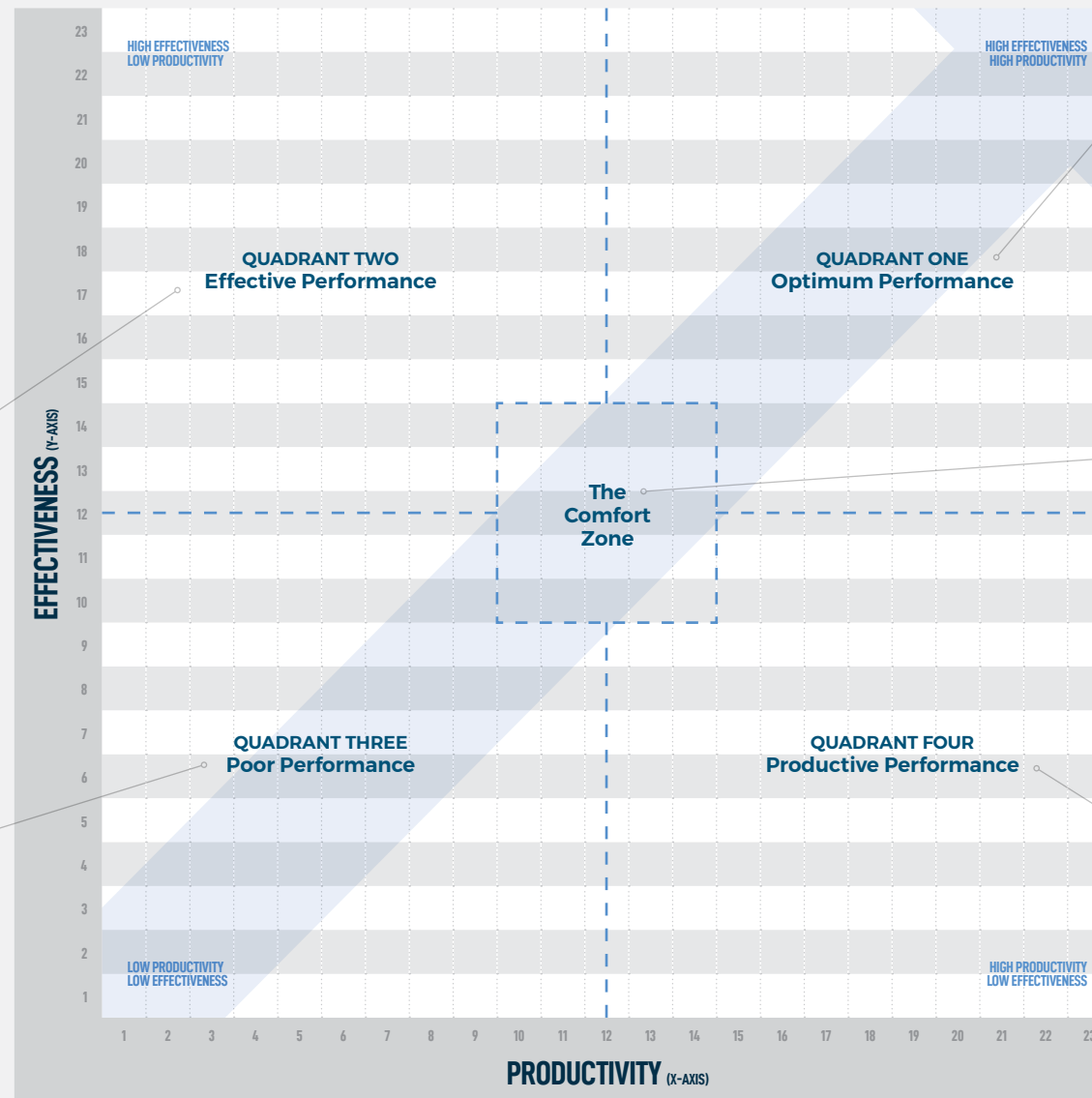
For example, if you have 15 productivity and 15 effectiveness attributes you rated as 4 or 5, you are in Quadrant 1. If on the other hand, you have 15 for productivity and 8 for effectiveness, you are in Quadrant 4.

QUADRANT TWO Effective Performance:

- › Overworking but achieving results
- › Unsustainable results
- › Quality outputs but internal tasks take too long
- › Perfectionist/outdated resources
- › Know improvement needed – not sure or willing to make internal changes
- › Busy and reactive – work on the urgent and often disorganised
- › Law of diminishing returns

QUADRANT THREE Poor Performance:

- › Non-competitive and unsustainable
- › Poor results and often losses
- › Frustrated and stressed management and employees
- › Out of control with crisis management
- › Always putting out fires
- › Short-term, reactive focus
- › Lack of direction and business planning



QUADRANT ONE Optimum Performance:

- › Working smart and achieving target results
- › Business is thriving
- › Highly profitable with growing revenue
- › Optimising resources and processes
- › Empowered and motivated leadership
- › Performance mindset
- › Clarity of direction and achieving goals
- › Well-managed – control internal resources
- › Efficient, competitive and low cost
- › Long-term strategic focus: objectives, business planning and management reporting

The Comfort Zone:

- › Being complacent and average
- › Surviving with an inability to adapt to change
- › Doing okay and comfortable
- › Have always done things this way
- › Not embracing innovation or adapting to change
- › Stuck in a holding pattern and becoming less competitive
- › Working hard but not making progress
- › Comfortable and not sure what to do next.

QUADRANT FOUR Productive Performance:

- › Great use of resources but under achieving
- › Overthinker
- › Unclear of your outcomes
- › Passive mindset
- › Inward looking – technician
- › Conservative
- › Get lots done
- › Not client-driven

YOUR NEXT MOVE

Take action to boost your business success

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REFLECT

Which quadrant are you in? Or, do you find yourself in the comfort zone?

Read the description to identify the areas where you need to take action.
What does your Quadrant say about you?

You now have a framework to work on the areas that need attention.

CLAIM YOUR FREE STRATEGY SESSION

Given you have completed this assessment, the next step is to contact me, and we can discuss how I can help you make the changes you need.

I am happy to offer you a **complimentary strategy session** to discuss your options and determine the three keys areas you should focus your attention on to move forward.

The next step is now up to you. I am here to help.

Warm regards



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