



Linea Insights

How to Identify the Areas for Business Improvement



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Implementing a business improvement process can deliver a transformative impact, helping you to achieve sustainable excellence at every level in your organisation. However, to unlock the full benefits, these improvements need to be targeted correctly.

Therefore, every effective business transformation process needs to begin with a holistic review that identifies the areas where improvement is most needed, and what kind of changes must be made in order to deliver the greatest impact.

Here, we explore how you will be able to identify the areas for business improvement, ensuring that you are able to target the most important strategic, operational, financial and workforce challenges with your transformation efforts.



The most effective methods of identifying key areas for business improvement

Every organisation faces its own unique business circumstances, with sector-specific challenges, operational goals, and structural factors to consider. However, there are several methods and principles that can be used to identify the areas for business improvement which can be applied generally.

Review and formalise your business goals and plans

To determine which areas of the business, need to improve, it is first essential to establish clear targets and goals by which to measure success. Every organisation needs to have a firm strategy in place that sets ideal benchmarks for key metrics, which may include factors such as earnings, income, turnover, new customer acquisition and market share.

The goals that the business sets for itself need to align with SMART principles, meaning they need to be Specific, Measurable, Achievable, Relevant and Time-Bound. This will ensure that the company's current targets are realistic and properly aligned to the overall vision and long-term ambitions of the organisation.

Once these metrics have been established, the business will be able to quickly identify any areas in which performance is currently falling short and develop solutions to address these issues.



Analyse your financial position

When reviewing a company's current position, its financial performance will be a key metric. Even if the business is delivering strong headline results, there may still be areas in which efficiency could be improved.

This means asking the following questions:

- Is the organisation's core business model sustainable and operating correctly?
- Is the company achieving a strong return on its investments?
- Does the organisation have an efficient financial structure?
- Are funds being focused correctly on the most lucrative or highest-value areas of investment?
- Could the company's business processes be made leaner and more cost-effective?
- Is money being wasted on repetitive processes or redundant team structures?
- Could the business be investing in new processes or operating areas that could deliver a stronger return than the current system?

The organisation's financial position needs to be analysed holistically to achieve useful, actionable insights regarding how sustainable improvements can be achieved. By doing so, you will be able to identify the best-value areas for investment, efficiency, and cost rationalisation.



Obtain feedback from staff, customers and clients

To get a complete view of your organisation's current performance and its potential areas for improvement, it is essential to assess the business from the perspective of as many key stakeholders as possible.

One of the most important points to consider is that of your customer and client base. It is vital to regularly solicit feedback and opinion from service users and commercial partners, through customer surveys and one-on-one interactions, to gain real-world insights into their experiences of your services, the pain points they are encountering, and to understand how to make vital improvements.

Additionally, it is similarly essential to regularly review the experiences of your staff at all levels of the organisation to find out where potential issues are creeping into your processes. Is the team encountering inefficiencies and roadblocks of which the management may not be aware? Do knowledge gaps exist within the organisation that need to be addressed through training or hiring? Are staff being managed and motivated correctly to help them achieve their full potential?

By reviewing this information, you will be able to understand where your business methods can be improved, and how the organisation could be delivering better outcomes for everyone connected to it.



Carry out regular audits

Business improvement should always be considered an ongoing process, driven by an embedded culture of continuous review and change. As such, it is necessary to carry out company-wide audits on a regular basis to ensure all aspects of the organisation continue to operate at peak efficiency, and that any emerging areas for improvement are identified and actioned as soon as possible.

This means regularly reviewing your business performance and key metrics against your existing plans and goals, to identify areas of waste, underutilisation of resources, poor performance or quality concerns. This will allow you to continually reassess your progress towards your goals and the achievability of these targets, and make the changes needed to deliver the necessary results.

These findings will also help the organisation to review and update its business plan on a regular basis, ensuring it remains relevant and reflective of the organisations strategic direction.

Find out more

For more insights and advice on how your business can identify areas for improvement and put a plan of action in place, get in touch with the business transformation and change management experts at Linea.

You can find out more about how we can help your organisation assess its current challenges holistically, put a plan of action in place and deliver a long-term process of change to ensure a consistent pursuit of organisational excellence.

Please call us on **+44 (0) 124 442 1095**, or complete our [contact form](#) to request a call back any time.



About the Author



Ian Chambers

A “Transformation Catalyst” supporting organisations that require strategic direction, accelerated performance and cultural change, adopting a holistic approach to deliver improved financial, operational and quality outcomes.

A Business Improvement specialist with over 20 years’ experience devising and leading complex Operational and Financial Turnaround, Transformation and Continuous Improvement Programmes. Ian has held numerous board and senior advisory positions across various industry sectors and is an approved member of Government and corporate turnaround panels.

Ian’s background in Change Management, Lean Transformation, Financial & Commercial Management, Supply Chain / Procurement Optimisation and Programme Delivery was gained working with leading UK and International Public and Private sector organisations.

An expert in delivering sustainable operational improvement and financial balance in challenging situations, Ian possess an extensive track record of devising, managing and implementing comprehensive, multi-million-pound, cross organisational transformation and continuous improvement programmes for Public and Private organisations.

Ian founded Linea in 2004 and operates as CEO assisting organisations to resolve complex problems such as Underperformance, Stagnation, Crisis & Distress.

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