

# What does Winning Even Mean in Your Business?



## Money

Why it matters: Revenue, cash flow, profitability, stability.

How to measure it: Measured by revenue, net profit %, cash flow, gross margin.

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## People

Why it matters: Skills, morale, retention, capability, culture.

How to measure it: Measured by retention rate, engagement, capacity, training hours.

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## Specialist Business Coaching and Leadership Development

### **Sales**

Why it matters: Ability to close deals, secure revenue, maintain growth.

How to measure it: Measured by sales volume, conversion rate, order value.


### **Marketing**

Why it matters: Visibility, awareness, brand strength, reach.

How to measure it: Measured by leads, campaign ROI, audience engagement.


### **Operations**

Why it matters: Internal efficiency, quality, speed, waste reduction.

How to measure it: Measured by turnaround time, efficiency %, errors per cycle.


### **Delivery**

Why it matters: Reliability, customer experience, fulfilment speed.

How to measure it: Measured by service quality, delivery time, CSAT.




**★ Differentiations / USP**

Why it matters: Competitive advantage, uniqueness, why clients choose you.

How to measure it: Measured by repeat business, preference %, differentiation clarity.
