

SHOPHACK

one simple change at a time



2016 SFA MegaWorkshop
Mark Lauzon

FORWARD

Please do not consider this list of assessment topics as being all-inclusive. It is simply a short list to help you think about your business and create a culture of change and improvement.

If you would like to download a copy of this document simply go to marklauzon.com The link is at the bottom of my website. If you'd like to contact me by phone, simply call 503-333-2485 or you can email me at: stoneworks@mac.com

"Thanks for supporting the SFA"

Mark Lauzon

STRATEGIC ITEMS

BUSINESS PLANNING

Do you have a business plan? If so, is it an accurate and a living document. YES MEH NO

One Improvement: _____

MARKETING PLANNING (email blasts, pay per click, etc)

Do you have a 12 month marketing plan?
YES MEH NO

One Improvement: _____

SAFTEY PROGRAM

Do you have an OSHA compliant safety program?
YES MEH NO

One Improvement: _____

EXIT STRATEGY

Will I ever be able to retire or sell my shop? Do you have an exit strategy? YES MEH NO

One Improvement: _____

TACTICAL ITEMS

VISIBILITY (*GRANITE COUNTERTOPS YOUR CITY*)

Am I happy with where my website shows up in google search? (browse incognito) YES MEH NO

One Improvement: _____

GOOGLE REVIEWS (*GOT STARS?*)

Do I have the reviews that accurately reflect our business? YES MEH NO

One Improvement: _____

WEBSITE QUALITY

When a customer finds our site does it create an awesome first impression? YES MEH NO

One Improvement: _____

BRANDING

Is our brand distinct and clear? Does it reflect what we do and project the image we want? YES MEH NO

One Improvement: _____

GOOGLE PLUS PAGE (*FORMALLY PLACES*)

Have I claimed my page and does it reflect my brand and message? YES MEH NO

One Improvement: _____

GOOGLE MAPS

Is my location information accurate? YES MEH NO

One Improvement: _____

OTHER REVIEWS

Have I checked to make sure I don't have negative reviews on yelp and other sites? YES MEH NO

One Improvement: _____

SOCIAL MEDIA

Do we post on Facebook and provide images and content for customers to post? YES MEH NO

One Improvement: _____

NOTES:

PARKING LOT

Is there space for customers to park? Is it clean? Is there enough space? YES MEH NO

One Improvement: _____

BUILDING SIGNAGE

Is the signage at your business professional and visible from the access point? YES MEH NO

One Improvement: _____

FRONT DOOR

Does the front door of your facility look as good as it can? Do you have hours and a phone number on it? YES MEH NO

One Improvement: _____

SHOWROOM - FIRST GLANCE

When you open the door to your show room, does it create the best impression? YES MEH NO

One Improvement: _____

NOTES:

SHOW ROOM - SECOND LOOK

Is it organized and is the layout and presentation of the products you offer obvious? YES MEH NO

One Improvement: _____

SHOW ROOM - QUALITY

Are your displays and craftsmanship on par with the work you perform? YES MEH NO

One Improvement: _____

SHOW ROOM - CLEANIINESS

Is there a fine layer of dust on everything? Restroom clean? Is there a schedule for this? YES MEH NO

One Improvement: _____

SHOWROOM - LITERATURE

Do you have brochures or flyers that the customers can take away? YES MEH NO

One Improvement: _____

NOTES:

SALES - LEAD SOURCE

Do you track where your leads come from?

YES MEH NO

One Improvement: _____

SALES - REFERRAL FOLLOW UP

Do you have a program in place to thank individuals that send you leads? YES MEH NO

One Improvement: _____

SALES - LOYALTY APPRECIATION

Do you have a schedule to contact contractors, designers etc that send you work? YES MEH NO

One Improvement: _____

SALE - CONTRACTS & WORK ORDERS

Do your sales contracts look professional? Easy to understand? Have your logo on them? YES MEH NO

One Improvement: _____

NOTES:

SALES - CONTRACTUAL PROTECTION

Do your contracts protect you and create a clear understanding of what the customer should expect?

YES MEH NO

One Improvement: _____

SALES - SALES PRODUCTION CALENDAR

Do you schedule sales activities and have a system for following up on sent proposals? YES MEH NO

One Improvement: _____

TEMPLATING - PRE-DEPARTURE

Do you have a document that tells the customer what to expect. Does your templator call ahead?

YES MEH NO

One Improvement: _____

TEMPLATING - PHOTOS & DAMAGE CHECK

Does the templator take photos of house and job? Does he do a damage check and document it?

YES MEH NO

One Improvement: _____

TEMPLATING - VERIFY

Does the templator understand the scope? And double check dimensions? YES MEH NO

One Improvement: _____

TEMPLATING - REVIEW

Do you have a document/work order that specifies exactly what is being fabricated? YES MEH NO

One Improvement: _____

SLABS & REMNANTS

Do you have a system in place that tracks what is on hold for whom? YES MEH NO

One Improvement: _____

SLABS - PICK UP

Do you always have the material at the shop when it needs to be there? YES MEH NO

One Improvement: _____

NOTES:

SLABS - VEHICLE

Is the vehicle you use to pick up slabs safe? Do you properly protect the driver and secure the load?

YES MEH NO

One Improvement: _____

SLABS - UNEVEN SURFACES

Does forklift go over bumps that cause the slabs to potentially fail in the clamp? YES MEH NO

One Improvement: _____

SLABS - SLAB CLAMPS

Are they serviceable and in proper working order?

YES MEH NO

One Improvement: _____

FORKLIFT - SAFETY PROGRAM

Do you have a forklift driver training program?

YES MEH NO

One Improvement: _____

NOTES:

VAC LIFTERS - SAFETY

Are the seals and various components inspected on a regular basis and in good order? YES MEH NO

One Improvement: _____

SAFETY - EYE WASH STATIONS

Do we have eye wash stations? YES MEH NO

One Improvement: _____

SAFETY - SLAB CLAMPS

Are they serviceable and in proper working order?
YES MEH NO

One Improvement: _____

SAFETY - PPE (PERSONAL PROTECTIVE EQUIPMENT)

Do the workers have access to aprons, masks, gloves, hearing and eye protection? YES MEH NO

One Improvement: _____

NOTES:

PRODUCTION - ORGANIZATON

Do my workers, as a team, understand what needs to be accomplished and when? YES MEH NO

One Improvement: _____

PRODUCTION - QUALITY CONTROL

Do you catch mistakes in the field or in the shop? Do you have a quality assurance program? YES MEH NO

One Improvement: _____

PRODUCTION - TOOLING

Is your tooling (cnc tools, blades, polishing pads, cup wheels) the right type and in maintained and in stock?
YES MEH NO

One Improvement: _____

PRODUCTION - WORKFLOW

Do the workers have a logical workflow to what is processed in what order? YES MEH NO

One Improvement: _____

NOTES:

PRODUCTION - DIGITAL SOLUTIONS

Do we use software or free digital tools to manage the flow of production information? YES MEH NO

One Improvement: _____

PRODUCTION - OVERTIME

Do you spend a lot of money on overtime? Do you have enough workers? YES MEH NO

One Improvement: _____

EMPLOYEE - COUNSELING

Do you provide purpose, direction and motivation to your employees? Do they have job descriptions? Do you conduct scheduled performance reviews?

YES MEH NO

One Improvement: _____

EQUIPMENT - MAINTENANCE

Do you schedule maintenance on your equipment?

YES MEH NO

One Improvement: _____

EQUIPMENT - DIGITAL BACK-UP

Do you have your hard drives backed up on your PCs and machinery? YES MEH NO

One Improvement: _____

EQUIPMENT - CORROSION

Are your machines rusting? YES MEH NO

One Improvement: _____

EQUIPMENT - LOCATION

Is your gear in the right location to support good work flow? YES MEH NO

One Improvement: _____

EQUIPMENT - CLEANLINESS

Are your machine cleaned on a regular basis?
YES MEH NO

One Improvement: _____

NOTES:

EQUIPMENT - SAFETY DEVICES

Have you disabled any of the factory safety devices on your equipment? YES MEH NO

One Improvement: _____

SHOP - CLUTTER

Is there stuff in my shop that has nothing to do with the work that currently in production? YES MEH NO

One Improvement: _____

SHOP - BLACK MOLD

Is there black mold anywhere in your shop or water treatment system? YES MEH NO

One Improvement: _____

SHOP - GO WET

Do I understand that it is possible to fabricate without making dust which ruins equipment and can be very hazardous to your health. YES MEH NO

One Improvement: _____

NOTES:

SHOP - MATERIAL HANDLING

Do have the gear available to my employees to safely handle stone? YES MEH NO

One Improvement: _____

SHOP - CLUTTER

Is there stuff in my shop that has nothing to do with the work that currently in production? YES MEH NO

One Improvement: _____

SHOP - CLEANLINESS

Is there black mold anywhere in your shop or water treatment system? YES MEH NO

One Improvement: _____

WATER TREATMENT

Do I have the right amount and type of water to run my shop with out illegal discharging? YES MEH NO

One Improvement: _____

NOTES:

INSTALLATION - VEHICLES

Do my installation vehicles reflect well on my company?
Are they clean? Do they look professional?

YES MEH NO

One Improvement: _____

INSTALLATION - GEAR

Do my workers have the right tools? YES MEH NO

One Improvement: _____

INSTALLATION - PROTECT THE JOBSITE

Do our installers have paper and plastic to protect floors
and cabinets? YES MEH NO

One Improvement: _____

INSTALLATION - APPEARANCE

Do our installers look professional and wear company
gear? YES MEH NO

One Improvement: _____

NOTES:

INSTALLATION - SIGN OFF

Do my installers review the finished work with the customer and get a sign off when possible?

YES MEH NO

One Improvement: _____

INSTALLATION - FOLLOW UP

Does anybody on your staff follow up with the customer after the installation? YES MEH NO

One Improvement: _____

YOU - RESPECT

Do I respect and care for my workers like they are members of my family? YES MEH NO

One Improvement: _____

YOU - FAMILY

Do I take the time needed to take care of **my family** and loved ones? YES MEH NO

One Improvement: _____

RESOURCES

OSHA

www.osha.com an on line resource for osha training.

Small Business Administration

<https://www.sba.gov/writing-business-plan>

Free Online Forklift Course

<http://www.free-training.com/osha/forklift/forkmenu.htm>

Marble Institute of America

<http://www.marble-institute.com/education/stone-industry-safety-resources/>



And of course, your friends and family at the Stone Fabricators Alliance are here for you. Visit us at: www.stonefabricatorsalliance.com and learn, share and prosper as you grow your business.