



As you move from one million dollar level to the next, each of the 12 rungs in **THE MILLION DOLLAR CLIMB** must be reviewed & updated in order to achieve the next Million Dollar target.



\$1 Million Climb			1	2	3	4	5	6	7	8	9	10	11	12	Score
12	Owner's Freedom	I work all the time - first in, last to leave. NEVER take time off. Exhausted!				I still work all the time but have the help of others, which may or may not be a good thing. Easier to do it myself sometimes.			I take at least one vacation a year, but am constantly checking emails and staying in touch with the office.			I can leave for weeks at a time and never worry about a thing because the right team is in place.			
11	Strategic Planning	We are too small for this and don't think we need to do it.				I know I should do this, but not sure where to begin.			We have an annual plan but it's more of a review of last year with improvement ideas. Not sure how to implement.			We have at least a 3 year and 1 year strategic plan in place that includes every part of the business.			
10	Marketing	We can't afford much, we are small. I find and sell most of the business we have.				We have a website and Facebook page and try various things now and then. I am constantly selling to get more customers.			We have sales people on staff that sell, a marketing company that helps with our brand and campaigns, but no formal plan or strategy.			We have a full plan and strategy in place. We know what we are doing when, the budget for the project, and track results to get our ROI.			
9	Planning	I have some goals in my head that I'd like to achieve but nothing formalized in writing.				I write down my goals every year and look at them at the end of the year to see where I ended up.			We have annual goals and look at them at least quarterly.			We have at least a 3 year, 1 year, and quarterly plan in place with action items set to achieve our goals. We review it regularly and adjust accordingly.			
8	Delegation	I can't afford to take time off because I need to keep an eye on things to make sure it's right. It's often easier to do it myself than to take more time teaching others how to do it.				I know I can't do everything myself & have a few people I trust to help. I still work a lot of hours and rarely take time off. When I do I am stressed.			We have a team of employees, but I still have to have my hands in everything to be sure it's done right. I am the only one customers trust or can do certain things.			I delegate everything except those things I truly love to do & bring the company the biggest check. I only work on my business, take vacations, & enjoy time off.			
7	KPI's	What's that?				I've heard the term but not sure why I need them.			We have a couple important ones, but they're more like guidelines. We're not sure what to do if not achieved.			Every employee has at least 1 KPI.			
6	Training	We just put a new hire with someone else in that position and use on-the-job training to learn from them.				I have a someone who is great at training. Not really sure what they do but they're great.			We have training for service, and maybe the office, but nothing for Sales or Management.			We have a documented training program for every position that gets updated as needed.			
5	HR Hiring, Onboarding, Off-boarding, Compensation	I hate hiring so I try to avoid doing so.				I hire people I like. We then throw them in a truck with someone else to be trained. We have to put up with a lot from our people because we hate to have to replace them.			We keep hiring the wrong people. They don't last long and cause nothing but headaches. We train them OK. Job's not that hard.			We have documented hiring, onboarding, training, coaching, disciplining, and off-boarding processes that are strictly followed.			
4	SOP's Policies & Procedures Process Documentation	I just tell everyone what they need to know. I know how to do everything so all they have to do is ask.				I should document stuff, I just don't have the time - it's not a priority.			Some stuff is documented, the rest, they can just ask. No big deal.			Everything we do is documented and regularly updated so that if someone is out, anyone can do their job.			
3	Employee Handbook	What is it OR why do I need one?				We know we need one, but not sure where to begin.			We have one we borrowed from someone else and we occasionally update it.			We have one prepared by an HR specialist. It is reviewed annually and updated.			
2	Financial	If there is money in the bank and I can pay my bills, then I am happy. The details don't matter too much to me.				I get financial statements at least quarterly, but I really don't understand them.			We get monthly financial statements, and as long as I have profit at the bottom and money in the bank I am happy. If I don't, I have no idea why.			We set annual budgets and we review our financial statements monthly and have a complete understanding of them.			
1	Mission, Vision, and Core Values	No idea what these are OR I never think about these.				I want to do this, but don't know where to begin.			We know what our Mission, Vision, and Core Values are but they aren't in writing & we don't really talk about them.			Our Mission, Vision, and Core Values are defined and posted for all to see. It defines who we are and our culture.			
Scorecard			→	→	→	→	→	→	→	→	→	→	→	→	



### ***What is the purpose of the Scorecard?***

- It provides me with an idea of how you see your business today.
- #1 thing is to be honest! Honesty is key in providing the best results possible. It is ok if you get a low score- that just tells you what areas you need to work on in order to grow your business.

### ***How to fill out the scorecard?***

- Read the Heading in the far left Column. Starting with the Heading at the bottom labeled #1 and work your way up the ladder. The possible answers to each heading are to the right in the same color.
- For each heading, Ask yourself "Where is my business today with regards to this subject?"
- Read the possible answers to the right. There are 4 possible answers.
- Pick a number within your answer – middle # is you are there most of the time, lower # is you are sometimes there, high # is you can always answer this as yes. For example – question is in the 1-3 box, 1 is sometimes, 2 is most of the time, 3 is always for that answer.
- Don't overthink! The scorecard is not meant to be overwhelming or complicated. Give yourself the first score that comes to mind.
- Put your score to the right of the answers for each heading.
- Total your score.

### ***To Interpret your Score:***

The Scorecard is meant for you as a business owner to look at areas for which your business needs improvement.

If your score is 120 or over, your business is setup for success and ready to scale and grow.

If your score is less than 120, you have areas within your business to improve and I am here to help! Schedule

your FREE one-hour consultation on my website [www.pestcontrolbusinesscoach.com](http://www.pestcontrolbusinesscoach.com).