

Gap Analysis Checklist

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- Define Company's Present State
 - Answer the question: "Where are we now?"
 - Identify company current attributes.
 - Identify company competencies and performance levels throughout all departments.
 - Review the business files and financial documents.
 - Perform staff interviews.
 - Compare current characteristics to its current performance in terms of market share, sales and profits.
- Revisit the Objectives and Goals
 - Answer the question, "Where do we want to be?"
 - Revisit the goals concerning target market share, sales and profits.
- Bridge the Gap
 - Answer the question: "How are we going to get there?"
 - Look for any discrepancies in performance, or "gaps" that may be hindering the company's ability to reach its potential.
 - Develop new objectives that guide the company in achieving its overall goals.
 - Turn the findings and new goals into a report.
 - Determine how a company implements the findings of a gap analysis.
 - Estimate profitability if the overall goal is accomplished.