Gap Analysis Checklist

By Jake R Brady

- ☐ 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.