

Module Two:

Structuring for Profit

Worksheet:
❖ Capacity

Calculating Your Capacity

In order to achieve results for your clients and run your business, it is imperative that you understand exactly how long it will take to deliver your services and maintain the right level of business development. If you take on too many clients you may not be able to serve each client to the standard you need, or you may not invest the right time into business development pushing you into a 'feast and famine' scenario. On the other hand, too few clients and you will focus more on business development and not enough on your clients.

Here are some questions to get you thinking.

What is the minimum number of clients you need at anyone time to meet your basic business overheads?

How much time is required of you to on board a new client? (How many can you realistically enrol per month plus serve existing clients)

After on boarding, how much time is required with each client per month to deliver the promised service/result? (or appropriate time period)

How much time is involved winning a new client? (Initial call, diagnostic, winning the sale, paperwork.)

What does this tell you about your capacity?