

DACUM Research Chart for Business Management

DACUM Panel

Naomi Mattingly Compton
Ed Compton Construction, Inc.

Marc C. Hawk
ECR Computers, Networking &
Web Design

Joseph Kerner
TAXNOW!, LLC

Terry Scott
City of Mount Vernon

Jodie Wheeler
Wilson, Shannon and Snow, CPAs

Bill Wright
DBM Enterprises, Ltd.

DACUM Facilitators

Shawna Hughes
Angela Langille
Patty McGray
Ben Osborn
Robert E. Norton, Team Leader

Sponsored by



Newark • Coshocton • Knox • Pataskala

Produced by



**1900 Kenny Road
Columbus, OH 43210**

November 13-14, 2008

DACUM Research Chart for Business Management

Duties		← Tasks →				
A	Develop a Business Plan	A-1 Determine product/service to sell	A-2 Determine business location(s)	A-3 Conduct demographic analysis	A-4 Determine workforce availability	A-5 Analyze raw material availability
		A-11 Develop business differentiation strategy				
B	Manage Business Finances	B-1 Analyze capital position (e.g., needed, available)	B-2 Install accounting software	B-3 Prepare operating budget	B-4 Record sales & accounts receivables	B-5 Monitor inventories (e.g., quantity, obsolescence, availability)
		B-12 Prepare tax filings (e.g., Federal, state, local)	B-13 Reconcile G/L accounts	B-14 Prepare financial statements		
C	Manage Business Sales & Marketing	C-1 Identify customer demographics	C-2 Install contact management system (e.g., customer, prospects, & vendor database)		C-3 Determine available marketing media options	C-4 Allocate advertising budget
D	Provide Customer Service	D-1 Facilitate access to customer service (e.g., phone, website, personal)	D-2 Develop customer service culture (e.g., customer service reps, sales force, front desk)	D-3 Install customer service tracking system	D-4 Contact customers for follow-up & evaluation (e.g., damage control)	
E	Support Human Resources	E-1 Assess employee skills needed	E-2 Design organizational chart	E-3 Prepare job descriptions	E-4 Develop personnel manual (e.g., policies, procedures, safety)	
		E-10 Manage company training programs (e.g., compliance, in-house, certifications)		E-11 Assist with employee evaluations	E-12 Facilitate employee relations (e.g., complaints, arbitrations)	
F	Manage Capital Assets	F-1 Assess capital asset needs	F-2 Review applicable tax laws	F-3 Review regulatory compliance	F-4 Assist with capital asset acquisition	F-5 Track capital assets (e.g., automated or manually)
G	Participate in Community Partnerships	G-1 Develop a community involvement plan (e.g., monetary, in-kind)		G-2 Serve on company boards of trustees (e.g., for profit & non-profit)	G-3 Participate in area service clubs	G-4 Select community sponsorships
H	Maintain Research & Development	H-1 Monitor new trends (e.g., economics, popular styles)	H-2 Research new technology	H-3 Assist with product/service development (e.g., new products & services, upgrades)		H-4 Review business segmentation opportunities
I	Pursue Personal Growth & Development	I-1 Continue professional education (e.g., certification, reading, global history)		I-2 Pursue higher education (e.g., advanced degree, course study)	I-3 Join professional associations	I-4 Monitor current events

A-6 Assess business climate (e.g., local, regional, national)		A-7 Assess competitive threats/risks		A-8 Define short/long term business goals		A-9 Produce financial proforma (e.g., income statement, balance sheet)		A-10 Assess global economic environment (e.g., international trade, cultural differences)						
B-6 Requisition supplies/materials		B-7 Order supplies/materials		B-8 Record expenses & accounts payables		B-9 Record payroll transactions		B-10 Monitor cash flow position		B-11 Secure necessary financing (e.g., short-term/long-term)				
C-5 Develop marketing materials (e.g., website, brochure, catalog)			C-6 Select advertising channels (e.g., events, networking, & media)			C-7 Measure sales activity (e.g., contacts, referrals)			C-8 Measure marketing effectiveness (e.g., ROI of channels)			C-9 Maintain referral base (e.g., customers, non-customers)		
D-5 Survey customer satisfaction		D-6 Provide sales referrals & cross selling		D-7 Show customer appreciation (e.g., discounts, giveaways)										
E-5 Collaborate on compensation packages (e.g., salary, fringe benefits)				E-6 Formalize recruitment process		E-7 Assist with employee recruitment		E-8 Provide employee orientation (e.g., company goals, personnel policies)			E-9 Implement HR tracking system			
E-13 Assist with employee promotions		E-14 Assist with employee terminations		E-15 Conduct employee exit interview (e.g., close accounts access)										
F-6 Monitor capital asset maintenance		F-7 Monitor capital asset depreciation		F-8 Assist with capital asset disposals										
G-5 Volunteer for community organizations (e.g., youth, church, the arts)			G-6 Participate in education & workforce partnerships (e.g., agencies, internships)			G-7 Make monetary charitable contributions								
H-5 Evaluate best practices by function		H-6 Assist with SWOT analysis		H-7 Monitor industry regulations (e.g., legal, environmental)										
I-5 Develop professional network														

General Knowledge and Skills

Communication skills
Time management
Stress management
Mathematics
General computer skills
Writing skills
Negotiating skills
Business law
Ethics
Problem solving skills
Conflict resolution
Multitasking
Management skills
Leadership skills
Regulatory agencies & policies
Crisis management
Company definitions & policies
Risk management
Business software applications
Training skills
General business technology skills
Basic economics

Tools, Equipment, Supplies and Materials

Reading list
Copier
Computer
10 key
Software
Scanner
Facsimile
Printer
Phone system
PDA
Mobile technology
Reference publications

Acronyms

G/L General Ledger
ROI Return on Investment
SWOT Strengths, Weaknesses, Opportunities and Threats

Worker Behaviors

Detail-oriented	Entrepreneurial
Compassionate	Professionalism
Emotional stability	Reliable
Self-motivated	Creative
Self-directed	Confident
Ethical	Punctual
Honest	Trustworthy
Maturity	Team Builder
Flexible	Team player
Analytical	Dedicated
Dependable	Timely
Humble	Visionary
Goal-oriented	Positive attitude
Competitive	Balance family and work life

Future Trends and Concerns

National security
Globalization
Taxation
Outsourcing
New government regulations
Entrepreneurship
Information security
Identity theft
Disaster recovery
Mergers & acquisitions
Economic conditions
Paperless workflow
Commodity prices
Physical security