



All businesses can categorise business activity according to these 10 departments.

ABOVE THE LINE = **STRATEGIC**

Shareholders

Director

BELOW THE LINE = **OPERATIONAL**

Departments:

- Functions
- Roles
- KPIs

Leadership
(CEO/GM)

What departments are you leading/ hats are you wearing?

... and which should you consider removing to free up your capacity to work on more important things?

Product/ Service
Development

Operations/
Delivery

Sales

Marketing

Finance

Administration/
Technology

Human
Resources

The 10 Departments Within Your Business

1. **Shareholder** - Funds the business
2. **Director** - Sets the direction for the business
3. **Leadership** - Implements the plan effectively to maximise business efficiency and performance
4. **Product/ Service Development** - Develops new and existing products or services for sale
5. **Operations/ Delivery** - Delivers products/ services to generate cash
6. **Sales** - Converts prospects into clients/ customers
7. **Marketing** - Generates leads for Sales to convert into clients/ customers
8. **Finance** - Manages the business's cash
9. **HR** - Manages employment related tasks and issues and engages the team
10. **Admin / IT** - Manages office tasks and systems to maximise efficiency

All businesses are required to perform tasks relating to these departments on a regular basis. DVA can help you to establish better business functionality by devising the best structure for your team, helping you to remove some of the 'hats' you are currently wearing, and assessing any resourcing gaps.