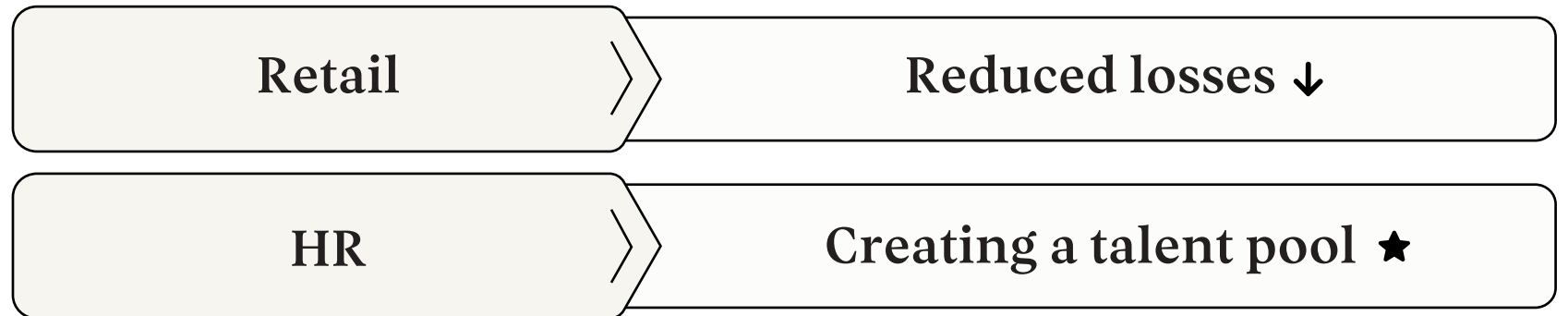# 1 DEFINE THE GOAL

It's important to determine what you want to achieve with checklist audits. Each company department may have its own goals, so each has its own checklists.
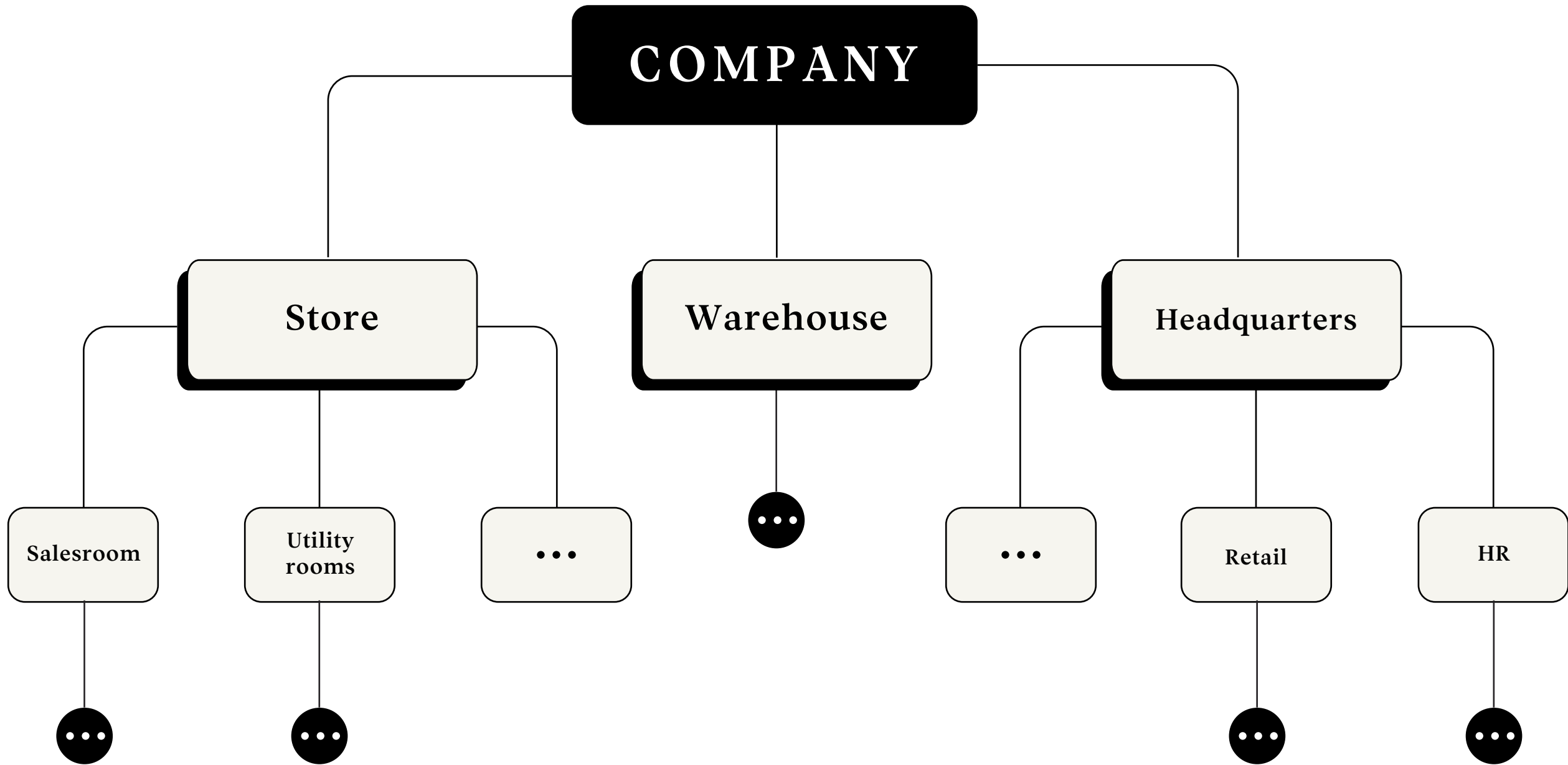
Company

Retail	Reduced losses ↓
HR	Creating a talent pool ★

2 IDENTIFY CONTROL OBJECTS

When the goal is formulated, it is necessary to define the objects it applies to and where it is required to audit.

COMPANY

Store

Warehouse

Headquarters

Salesroom

Utility rooms

...

...

...

Retail

HR
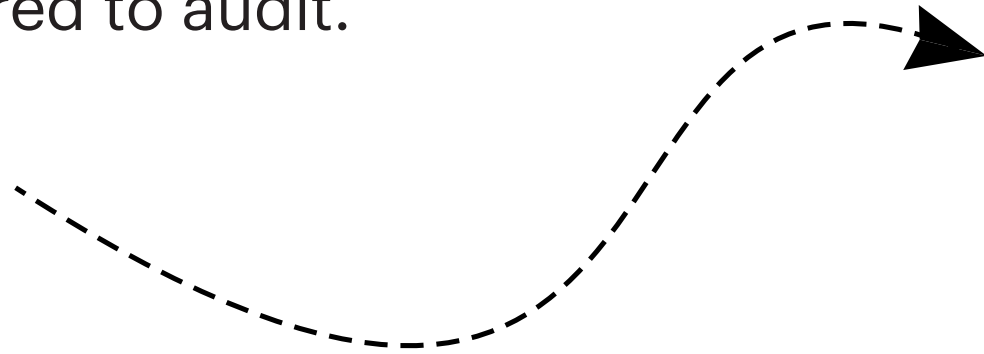
3 FORMULATE THE QUESTIONS CORRECTLY

1. The question should be clear, understandable, with distinct assessment criteria with no ambiguity.

☒ **WRONG**
No queue at the register.

Explanation: The question is ambiguous. One auditor will count 10 people and the other will count 3.

☑ **RIGHT**
Queue of four or less people at the register.

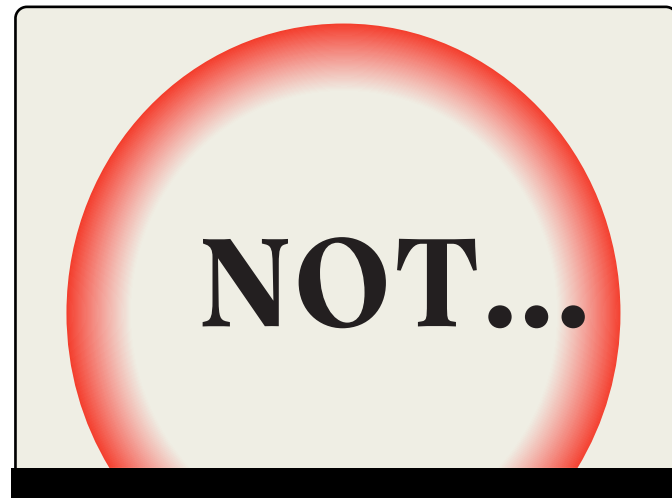**2.** It is also desirable that the question suggests the answers "Yes" or "No".

☒ **WRONG**
How does the air conditioning work in the sales area?

☑ **RIGHT**
The air conditioning in the sales floor is in good condition.

NOT...

3. When formulating the question, it is advisable to avoid using the "not" particle.
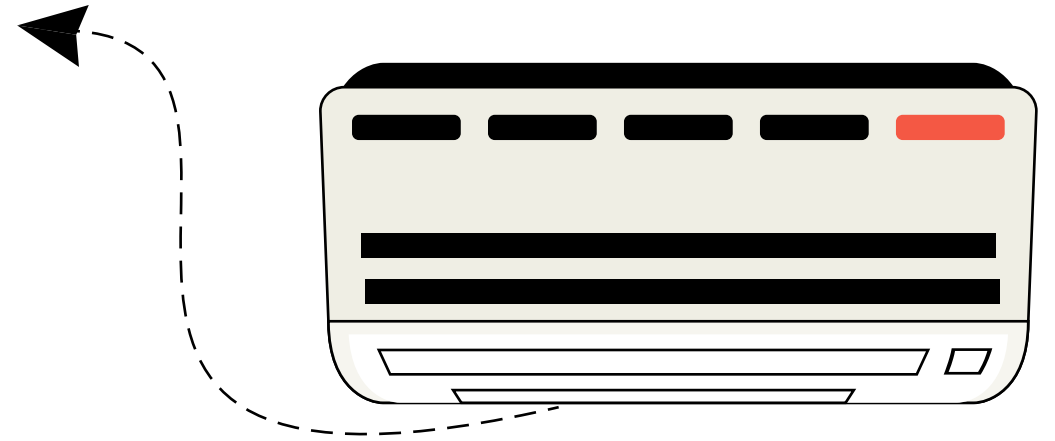
☒ **WRONG**
There is nothing superfluous on the cashier's desk.

☑ **RIGHT**
There are no foreign objects on the cashier's desk.

4. The question must reflect one and only the most important evaluation criterion.
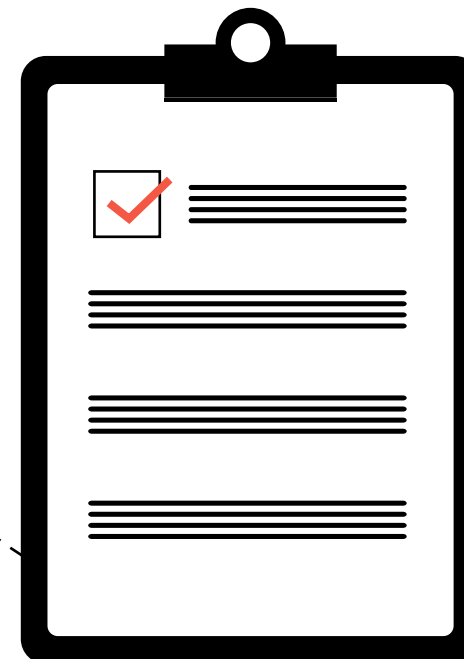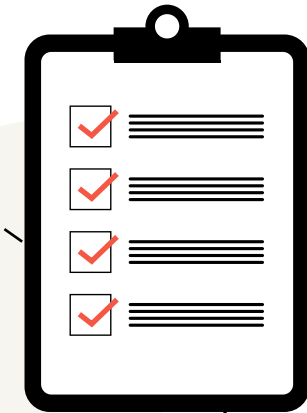
☒ WRONG
The rules of product presentation by quantity, color, size, model, interchangeability principle, principles of product presentation are observed.

Explanation: 6 evaluation criteria.

☑ RIGHT
Rules for the presentation of goods on the interchangeability principle are observed.

Explanation: 1 evaluation criterion.

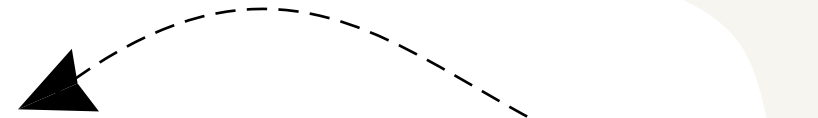**5.** Make hints for the auditor to understand the question correctly.

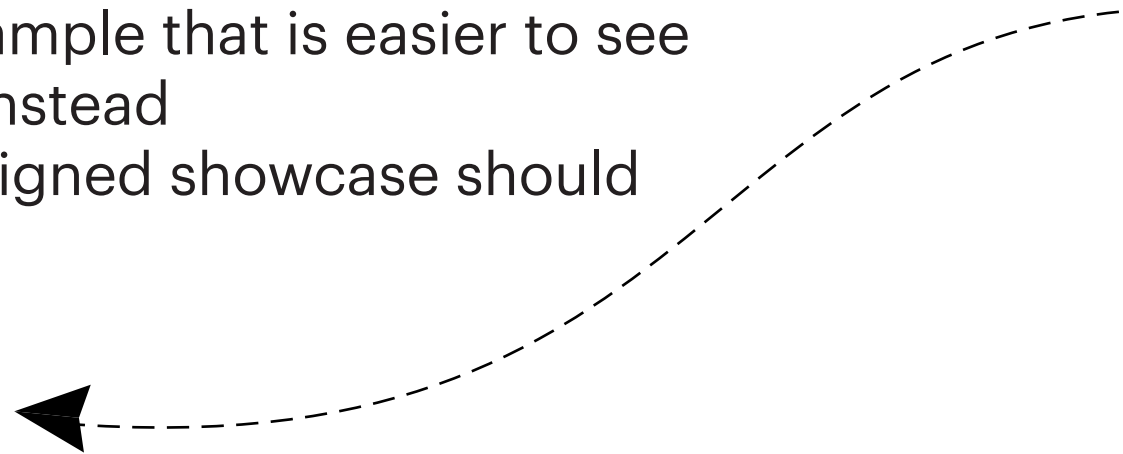**Text** — to avoid ambiguity, give a detailed explanation of the difficult point.

> 💬 **Example:**
> QUESTION: Clean showcase.
> EXPLANATION: No scotch marks, no fingerprints, no stains.

Reference photos — show an example that is easier to see than reading a text description. Instead of describing how a properly designed showcase should look, simply attach a photo.

4 DETERMINE THE FREQUENCY

Audits are only effective if they are conducted regularly.
Audit frequency can be determined based on its purpose.

| Short-term goal | Tests are frequent (1, 2, 3 times a week or every working day) |
| Long-term goal | Inspections are rare (1-2 times a month, once a quarter) |

5 IDENTIFY AUDIT PARTICIPANTS

It is important to determine who will be involved in the audit process: the entire hierarchical vertical or only individual employees.

| Full cycle | Operations Manager | Division Manager | Regional Manager | Store Manager |

| Short cycle | Regional Manager | Store Manager |

| Store self-audits | Store Manager |