

## **BUSINESS BUILDING INDICATOR**

### **Business Assessment**

Evaluate the current position of your business by answering yes or no to the following questions:

#### **Planning / Leadership:**

- I have & follow a clear 1, 3 & 5 year vision, mission & plan for my business.
- I have identified measurable goals that support my business vision.
- I focus my energy within my “passion zone” & areas of my greatest contribution.
- I have recently done a strengths, weaknesses, opportunities & threats (SWOT) analysis.

#### **Team Support:**

- My employees and partners are in the right spot in the company, doing the right things.
- My professional support (accountants, lawyers, coaches, etc.) are competent & trustworthy.
- I regularly delegate lower priority work to my assistant and I follow up on all delegated tasks.
- I am surrounded by people who are positive, supportive and fuel my passionate work.

#### **Financial:**

- I am comfortable with the level of our cash flow and its predictability.
- I regularly evaluate our financial documents (income statement, balance sheet, budgets, etc.)
- I regularly review our P&L and evaluate ways to reduce cost and/or increase revenues.
- I have a handle on my accounts receivable and not allowing them to age too far.

#### **Marketing / Sales:**

- I have clearly defined my target market, know their “pain” and how to reach them.
- I clearly understand my core value proposition and it’s communicated clearly in our marketing.
- I use some type of customer relationship management (CRM) tool and keep my pipeline full.
- Most of my business is from returning clients or referrals.

#### **Client Fulfillment:**

- I strive to deliver more than is expected, striving to create a “WOW” customer experience.
- I measure client satisfaction and use feedback to constantly improve what we do.
- I am confident in my ability to meet enhanced customer demand when it hits.
- I have an effective “keep in touch” system to reach out to past customers regularly.

#### **Personal Fulfillment:**

- I feel I have a pretty good work / life balance.
- Most of the time, I am operating in my “passion zone”, doing what I enjoy & doing it well.
- I am energized by my work and feel I am making a difference.
- My work is in alignment with my life purpose & values I hold.

If you answered “No” to 5 or more of these questions, you may consider a more in-depth evaluation.