

Assess Your Business Fitness

If you don't know where you are, you don't know where you need to go. That's obvious, right? Take the time right now to honestly assess your business fitness. Yes, the unexamined life is not worth living, so too the unexamined business is not worth leading. Honestly answer these questions regarding your small business:

1. I have identified the highest priorities of my business—my top tier objectives—and execute on those each and every day.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

2. I take the time each day as a small business owner to attend to my personal health and the health of my family.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

3. I clearly communicate what's expected for each of the jobs I give to others and follow through on them faithfully.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

4. I know exactly who my target customer is and have a system in place that communicates with him/her on a regular basis in an honest, compelling way.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

5. From the first contact with a prospect to continued customer care, we have a step-by-step system for selling our company's products and services.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

6. At least one time a week I personally express praise and appreciation to the people who work for me.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

7. Important issues in our small business are talked about freely and openly without everyone's feelings getting hurt.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

8. We have a big, challenging dream for the future of our company that energizes our employees to give their best in everything they do.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

9. We have specific, measurable goals for our company that we are working on now and following through to completion.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

10. I have multiplied myself in others by developing leaders who feel just as responsible for the success of my business as I do.

1 2 3 4 5 6 7 8 9 10

Disagree strongly

Agree strongly

TOTAL SCORE: _____ out of 100

Which of the ten survey questions did you score the highest in? Explain why.

Which of the ten survey questions did you score the lowest in? Also explain why.

What are three steps of action you can take in the next 30 days to bring greater fitness to your small business?

Copy this survey and these questions. Ask three people you trust to answer them and help you assess the fitness of your small business.