

ENTREPRENEUR SELF-ASSESSMENT



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INTRODUCTION: Why Self -Assessment is so Critical for Entrepreneurial Success

By completing the following Entrepreneur Self-Assessment®, you will gain a deeper understanding of the areas in which you currently possess expertise and competency. You will also gain a greater appreciation for the skills required to run your business that you are currently lacking and/or would be better served outsourcing to others.

The results obtained from completing this assessment will allow you to truly understand the skills you possess that you should work towards expanding/supplementing with additional training and professional development.

For the skills that you identify as lacking in expertise, you will need to choose a strategy from the following options to outsource those functions to:

- Sub-contractors, freelancers, and general contractors / either part-time versus contract basis;
- Existing employees; and
- New staff hires: part-time versus full-time, line staff versus Senior Management, other)

Upon completion of this Assessment, Ethan Chazin will sit with you to analyze your results, and provide **immediately actionable** strategies to move forward.

| Your Past Experiences with Self-Assessment

Have you ever taken a self-assessment tool?	Yes	_ No
If NO : Have you ever considered taking a self-assessment tool to gauge your stren business owner (and leader?)		as a _ No
If YES: which assessment tool(s) have you taken?		
[] Myers-Briggs Type Indicator		
[] DISC Sales Tool		
[] The Birkman Method		
[] Keirsey Temperament Sorter		
[] Other(s): Please list all other assessment tools that you have taken:		
To the extent that you can remember, what did you learn about yourself from the	e resul	ts?

| Complete Your Personal Assessment

As entrepreneurs, most of us do everything required to run our businesses **OURSELVES**. We all have a general sense of the things we enjoy doing, and those tasks that we dread. Said another way, we know what our strengths are, and we know what we enjoy doing.

Please answer as many of the following questions as you can, so we can get a sense of your areas of strength (your passions) and those areas you would be well served gaining stronger control over or outsourcing.

ENJOY!

1.	ave you ever developed an "IDEAL CUSTOMER PROFILE" of your absolute BEST potential astomer?		
		Yes No	
2.	Have you ever managed employees (either on a project basis, as direct reports,		
	workers)	Yes No	
3.	Do you have any experience writing a formal business plan?	Yes No	
4.	Were you ever responsible for soliciting start-up funding through angel investors,		
	capitalists, crowd funding or other investment sourcing options?	Yes No	
5.	Have you created a strategic networking plan to define the industries/sectors yo	our sales efforts	
	should target and key industry associations to commit your selling efforts to?	Yes No	
6.	Do you have a strong vision for your company? What is your vision/value states	tatement?	

7.	Do you have a simple mission statement? What is your mission statement?	Yes No
8.	Do you have a company brand?	Yes No
	If YES:	
	What is your branding statement?	
•	Decree and the second s	Was No
9.	Does your company have written short term goals? Please list those goals:	Yes No
	The Next 3-6 Months:	
	The Next 6-12 Months:	

10.	What are your long term (five and ten year) goals?
	Where do you see yourself in 5 years:
	Where do you see yourself in 10 years:
11.	Do you have a written plan outlining your strategies for achieving your one, five and ten year goals? Yes No
	IF YES:
12.	What are those strategies, in top-down, HIGHEST to LOWEST priority order?
	1
	2
	3

13.	Does your company have a written business plan that includes strategic and operational			
	objectives for the year?	Yes	No	
	IF YES:			
14.	Is this business plan being used, measured against and updated at least quarterl	v?		
		, Yes	No	
15	Are there areas of your company where you're not sure how effectively you are	onerat	ing?	
15.	Are there areas of your company where you're not sure now effectively you are	Yes		
		163	. NO	
	If YES:			
	What are those areas you are uncertain are operating at maximum efficiency?			
16	Door your company have a useful report card (deshboard reporting) that allows	to	manitar	
10.	Does your company have a useful report card (dashboard reporting) that allows	•	momitor	
	all the critical aspects of your service offering, employee productivity, sales pipe	iine,		
	administrative functions, etc?			
		Yes	No	
	If YES: What are those reporting tools, processes, procedures?			
17	Is your ENTIPE staff aware of the company's Vision Mission and goals?	Voc	No	
1/.	Is your ENTIRE staff aware of the company's Vision, Mission, and goals?	Yes	INU	
10	Are your ampleyees actively anguaged in farenesseed to achieve these sections	Vos	No	
īΩ.	Are your employees actively engaged in/empowered to achieve these goals?	Yes	INO	

19. How	v does your company	measure progress	achieved toward	s your strategic pla	n?
20. And	d finally				
•	e holding a magic wa me true, "waive" it r	•		•	ır business
"If the	re was <mark>ONE</mark> thi chang	ng about you ge <mark>MOST</mark> , wh		-	ald love to

| ENJOYING WHAT YOU'RE DOING: Your "Likes" and "Dislikes" Are So Revealing...

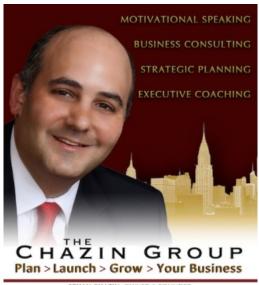
As business owners, we wear many hats. We are faced with the daily challenge of performing tasks across all of the functional areas required to run our business.

Please put a check in the appropriate box to the right of each task, to indicate whether you LIKE or DISLIKE doing the tasks required to run your business:.

TASK	LIKE	DISLIKE
Marketing		
- Advertising		
- Public Relations		
- Sales Promotions		
Sales		
- Sales planning		
- Pipeline development/management		
- In-person, client-facing		
- Phone-based (telemarketing)		
Client Retention		
- Client loyalty programs		
 Customer Care (Customer call center, post-sale) 		
Operations/Logistics		
- Production		
- Sales/Order Fulfillment		
 Dealing with vendors/suppliers 		
Human Resources		
- Recruiting		
 Candidate Screening (interviewing) 		
- Employee Benefits Administration		
- Employee Training & Development		
- Coaching/Mentoring		
Finances/Financial Planning		
 Budgeting/forecasting 		
- Balance sheets, income statements, cash flows		
Employee Management		
- Managing direct reports		

WHAT THIS ALL MEANS

Now that you are finished, please send your assessment to Ethan and we will schedule a time to discuss what your answers mean, and how you can turn that meaning into an immediately actionable career development plan for you to use to plan, launch, and grow a wildly successful business.



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