



Tony Shays

HelpingYourBusinessProsper.com

**Creative Business Strategies**  
SOLUTIONS TAILORED TO YOUR BUSINESS

## How Do You See Your Business?

Before you decide whether or not you could use the services of Creative Business Strategies, please fill out the following form entitled “How I See My Business”. Circle the number according to the following scale:

- 1 = Extremely dissatisfied (needs immediate attention)
- 2 = Dissatisfied (needs to be addressed)
- 3 = Neutral (could improve but not a priority)
- 4 = Satisfied (no need for change right now)
- 5 = Extremely satisfied (keep doing what we are doing)

I have good balance in my business and personal life.

1 2 3 4 5

I am satisfied with my profit margin.

1 2 3 4 5

My company’s branding is consistent and effective.

1 2 3 4 5

I am able to take a regular salary from the business.

1 2 3 4 5

My company has a written business plan with action steps to follow.

1 2 3 4 5

We are continually staying up on technology and other changes in the market.

1 2 3 4 5

We consistently provide great customer service.

1 2 3 4 5

My company does not let one or two “gorilla” clients control our business.

1 2 3 4 5

I meet formally with my management team a minimum of once a week.

1 2 3 4 5

I am good at delegating.

1 2 3 4 5

The company website is a great source of business.

1 2 3 4 5

We have a well thought-out marketing program.

1 2 3 4 5

Everyone associated with the company knows our mission statement.

1 2 3 4 5

I put in normal hours and have control of my life.

1 2 3 4 5

I constantly evaluate the business and make necessary changes.

1 2 3 4 5

We track our competition and know what they are doing.

1 2 3 4 5

My company has a plan in place for growth.

1 2 3 4 5

We have defined our company’s uniqueness and fill a niche.

1 2 3 4 5

I fully understand my customers and their buying habits.

1 2 3 4 5

My company is always finding new ways to market our products/services.

1 2 3 4 5

I have an unbiased professional to bounce ideas off of and receive feedback.

1 2 3 4 5

I have a plan “B” in case my business runs into problems.

1 2 3 4 5

My marketing is specifically targeted to our niche.

1 2 3 4 5

Social media is one of our effective marketing tools.

1 2 3 4 5

We have a way of tracking the source of our customers.

1 2 3 4 5

I regularly spend time on my own personal development.

1 2 3 4 5

The company has a structured and effective in-house training program.

1 2 3 4 5

I enjoy the hiring process and am good at it.

1 2 3 4 5

We have a written exit and succession plan.

1 2 3 4 5

We have a well thought-out and cost- effective marketing plan.

1 2 3 4 5

We examine our pricing regularly and keep up with the times and competition.

1 2 3 4 5

The company has plenty of cash reserves in case of need.

1 2 3 4 5

We have clearly-defined, written job descriptions for everyone in the company.

1 2 3 4 5

The company has not experienced any problems with cash flow.

1 2 3 4 5

I do not feel any sense of stress because of my business.

1 2 3 4 5

The company is spending a portion of its time every week seeking new business.

1 2 3 4 5

I spend more time fulfilling orders or in planning than in “putting out fires.”

1 2 3 4 5

I have no problem firing an employee who is negative or doesn't perform.

1 2 3 4 5

I am as enthusiastic today about my business as I was when I first started.

1 2 3 4 5

I am satisfied with the way my business is growing.

1 2 3 4 5

Total Possible Score = 200          My Score = \_\_\_\_\_

This exercise will help you get a clearer idea of how your business is doing and where you need to put your focus and attention. It will also indicate whether it might make sense for you to seek outside support.

Tony Shays          508.208.5912 direct          203.273.9801 cell          email: [LetTonyHelp@gmail.com](mailto:LetTonyHelp@gmail.com)