



Business Growth Assessment

Taking your business to the next level requires many skills and competencies. This simple assessment helps you realize some areas of your business where additional resources or staff may enhance your organization.

In the table below, basic business functions are listed. Rate yourself according to your level of ability. If there are others in your company, ask them to do the same. This list is not all inclusive, but is a good beginning assessment tool.

Business Function	Excellent	Satisfactory	Poor
Marketing Communications			
Marketing/Sales (external)			
Lead Generation/Biz Development			
Sales Strategy/Management			
Account Management/Follow-up			
Operation/ Management/Process			
HR Management			
Financial Management (day-to-day)			
Strategic Planning			
Financial Projections			
Technology (Internal tech support)			
Technology Design (technology selection)			
Product Development			
Pricing			
Public Speaking/Presentations			
Training/Coaching/Mentoring			
General Administration			
Customer Service/Satisfaction			
Web site strategy/development			
Business Brand Building			
Other:			

Overall Strengths:

Overall Weakness:

Possible Resources for Assistance:

Action Steps: (target dates should be included)

Recommendation: Use this form or create your own periodically as a check-up tool for your organizational structure.