

Bizology.Biz

Business Assessment

Comparing Your Current Reality and Your Vision



By

Donna Price
Compass Rose Consulting, LLC

<http://www.Bizology.Biz>

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Foreword

Welcome to the special business assessment designed especially for you and building your business. I am Donna Price, a business success coach. My mission is to give you the tools and resources you need in easy to use formats, accessible and rich with value, all at an affordable price. In this complimentary report and business assessment, you will have the opportunity to assess the current state of your business. If you are just starting out, that is fine too.



The report starts out with the assessment. Follow the instructions and take the time to fill it out. This is not a long overbearing assessment. It is designed to get you thinking about where you are and where you want to be.

Over the next few weeks I will be sending you additional resources for building your thriving and successful business. We will walk through some of the important strategies for moving you to where you want to be! That is the fun and exciting part. If after you complete the report, you want to take fast action, there are resources for that too!

Enjoy!!

Donna

Introduction

My philosophy in working with small and micro businesses is that they are built on four pillars of success. We work on the four critical pillars of your business in Bizology.Biz but here I want to give you an overview and then get you looking at YOUR business in reference to these four pillars.

Pillar #1: Leadership: Vision, Strategy & Implementation

Pillar #2: Marketing: Creating Comprehensive Plan

Pillar #3: Operations: Building a Well Oiled Machine

Pillar #4: Products and Services: Creating Multiple Streams of Income

- **Leadership: Vision, Strategy & Implementation:** (I have found in all my work with clients that this is the best place to start. What is the vision of the future?) **Strategy** (I will guide you through putting together a simple to use strategic plan for your business. This gives you a clear framework to work from) **Implementation** (This is where so many small businesses fall short. Great ideas, great plans and lack of follow through. You will learn ways to make sure you are following through on your plan)
- **Marketing: Creating a Comprehensive Plan.** In building your business you need a comprehensive marketing strategy. Systems that generate new business for you reliably and consistently.
 - How to **generate leads** for your business
 - How to put together an **effective follow-up system** so that those leads convert to business
 - How to **create an effective web presence** and what that presence should be
 - How to set up **your own newsletter** either print or electronic
 - How to **build yourself as an expert**
 - How to use **articles and press releases** (how to write press releases and building a press release calendar for your business)
 - **What to do with articles and press releases** that you write
 - How to set up a **customer appreciation program** that keeps your customers coming back AND sending you more business!
 - and more....

- **Operations: Building A Well Oiled Machine** Each business needs to have it's own unique way of doing business. It is part of your brand, part of who you are. By creating operational systems you document that part of your business. This in itself makes your business more valuable. Even if you are a one person shop you need to have operational systems. They provide structure for you in running the business and provide guidelines for your clients. When you fail to create systems then you are constantly "winging it" or reinventing the wheel.
 - We will look at *what systems you need* and what you have
 - What are the *roles and responsibilities* in your business and who carries them out?
 - Do you have *an operations manual*. Why do you need an operations manual if you are a one person show? Well, hopefully your vision is bigger than one person, even if that bigger is adding an administrative assistant, bookkeeper or other outsourced personnel. Even those people need to know how you do your business. An operations manual adds value to your business, especially when you are ready to sell the business.
 - *Bookkeeping and finance*-- we will look at what books you need to keep, why keep books and why you want to develop an annual budget for your business. Tax time is not the time to figure out your level of business success or failure.

The Foundation that the Bizology.Biz Pillars of Success stand on is Balance.

Life/Work Balance Building a business is an intentional process. Part of that intention can be to build in work-life balance and not create a monster business that takes over your life, your free time, your health and your wellness.

Do you have good life/work balance? By building a business that is thriving, that has good systems in place it becomes easier to attain the life/work balance piece.

- Personal life planning -- *intentional living, planning for balance*
- *Leisure* – Leisure is a critical piece of work-life balance. Now, as a business owner, I find that I have to be more intentional about it. It is really one of the reasons that I started a business to create great wealth and have MORE time.
- *Work/Life Balance Assessment* -- I have a great tool, in Bizology.Biz, that I share that members can assess their work/life

balance. I know you know where you are at right now, right? Well this assessment helps to identify areas to focus on improving.

Business Assessment

The Business Assessment is designed to help you assess your current reality and envision what you desire in different areas of your business. It is a tool for creating your compelling and powerful sparkling vision of the future. You can complete the entire assessment and print it out for your records. You can also submit your assessment to me. As a special gift for including me in your assessment I will give you a 15 minute laser coaching session to talk about the future for your company. all you need to do is include your name and phone number at the end in order for us to schedule your consult. The consult is pure coaching and not a sales pitch. It is focused on you. It is a special bonus to get your business into **JUMP START** mode as your vision is your foundation. Have fun visioning.

Company: _____

Core Purpose:

Mission:

Evaluate Each Area Unless it is Not Relevant to YOUR Company:

	Current Reality: What is the current state of your company in each area?	Vision What is your goal or vision for each area? Do you envision new staff, new services, products, new locations? What is in the future?
Products: Have you developed all of the products for your business?		
Services: Are there services that you still need to develop?		
Facilities:		
Client/Customer Base Per week		

	Current Reality	Vision – what you envision for your business
New Clients/Customers per week		
Income level per week <i>Here is your chance to be really honest with yourself. Where is your income at and where do you want it to be?</i>		
Annual Income		
Number of days worked		
Number of hours worked per day		

	Current Reality	Vision: What You Envisioned for your business
Number of staff		
Types of services outsourced		
Owner Health/Wellness		
Work-Life Balance		
Vacation Time		
Family Time		
YOU Time		
Other		

The **Business Assessment** is designed to give you additional information about what it is that you envision for your business in different areas of your business. Use it as a brainstorming tool to look at where you are now and where it is that you want to be.

Great job completing the assessment. I hope that it gave you some insights as to where you are currently and where you want to be. This a great step to take in building success.

↪ **Key 1: Vision is essential**

Vision is essential. It is foundational to your business and to your business success. When you have a compelling vision it draws you into the future. When we look at greatness in the world and around us, it started with a vision:

- *Landing on the moon*
- *The Pyramids*
- *The Empire State Building*

↪ **Do you have a clear and compelling vision?**

↪ **Have you lost sight of your vision?**

Every business owner most likely started off with some sort of vision. But, did you develop a vision statement or vision story that you keep working on, developing and creating. I work with business owners to create a clear and compelling vision that acts like a magnet, pulling you into the future.

Spend time today remembering your initial vision or your current vision. Write it down and add detail – who, what, where, when, why, how.... Write it in the present tense, "as if....", it is happening now.

Vision is essential.

At an even deeper level is the core purpose of the company or organization. Are you clear what your core purpose is? Some organizations have lost their focus on their core purpose. For example, a non profit organization that was nearly 100

years old, whose core purpose was camping for urban youth, but along the way found that it was serving more private school youth than urban youth. The focus had shifted. When this happens it's important to revisit the purpose and explore if the shift is a good shift or an unintended one that occurred because of distractions, changes in the market, staff. What caused the shift? And what does the organization want the vision to be?

In this day and age of economic dives entrepreneurs are scared. What will happen? Where will I be one year from today? It is a time to either run scared or a time to take action, jump out in front of the scared entrepreneur and decide to thrive.

Thriving in the midst of the media blitz of negative talk and panic is a challenge but it can be done. But before I tell you how – answer a few questions for yourself:

1. Do you want to do better in 20__ than you did this year?

Yes No

2. Are you ready to set your plan for 20__ and work it?

Yes No

(Did you spend time planning and planning only to see the plan melt away and not materialize leaving you totally frustrated?)

3. Did you have goals that you did not meet this past year?

Yes No

(Would you like to know how to achieve your goals year after year with ease and focus?)

4. Do you believe in collaborative relationships and partnerships?

Yes No

(Collaborative partnerships are built to benefit partners, growing two businesses at once or joining forces in some way to accelerate success of both partners.)

5. Have you experienced a powerful process for business building that was easy, effective, and produced the results that you needed?

Yes No

Business building strategies are abundant in the world but which ones really work and which ones are the right ones for your business. When you buy marketing programs you have to figure out what will work for you and your business. In a few minutes I am going to introduce you to an opportunity to join an elite group of like minded business owners that will change the way you think about your business and your marketing.

Notes:

Jot down your initial impressions from your assessment. Are you where you want to be? Review the assessment, your goals, your vision, your current reality and make a few notes of things that have come to mind.

Your Action Plan

1. Review Bizology.Biz to determine if it would be an effective business building program for you.
2. Schedule your personal strategy session with Donna. I will gladly talk with you for 30 minutes to discuss your business and your current business development strategies.
3. _____
4. _____
5. _____
6. _____

Let me know how I can help you to achieve your goals. I highly recommend our Bizology.Biz program. It is a step by step business building system. Just revised and updated. Each time I look at this program I find solid strategies for building your thriving business.

I add new material each month and offer to you a LIVE coaching call where you can ask your questions.

Donna