Use this rating tool to get a fresh perspective on the internal workings of your business. Discover what areas of your organization are in optimal health, stagnating, or on their last breath. You might be surprised by what you learn!

Pause. Reflect. Restart.

Why check on the health of your business? Because the 2020 pandemic changed everything and we can never go back to doing business the way we used to. In order to start anew and thrive in a post-pandemic market, you need to have a business plan that adapts to virtual work, altered operations, different employee needs, marketing disruptions, and plenty more.

Here's the bottom line: If you're not an agile business owner, you're losing to your competition. How do you become agile? You take the time to evaluate what's working and what needs work. Then, you make a plan to fix the broken stuff and you actually execute on that plan instead of letting it collect dust on your desk.

You've already taken the first step by downloading this fit test. Carve out ten minutes to go through this rating tool and really be honest with yourself- you're not here to impress or defend, you're here to get your business back on track and ready for the future.

10-Minute Fit Test: An Internal Rating Tool for Agile Business Owners

LEADERSHIP

A strong bottom line begins with the health of your top level leadership. But, when's the last time you looked at your own leadership abilities? Are your blind spots in leadership hindering your business? Worse yet, is your blind spot being passed down onto your managers and affecting your entire business?

In this section you can begin to see if you're embodying the vision, the goals, and the standards you set for the rest of your company.

1.	Is your mission & vision clearly communicated so that it can be followed and acted upor
	by all members of your organization?

T. Yes

∏ No

2.	Do you have a	n ongoing internal commu	unications campaign with you	r organization?	
3.	How do you believe your employees would rate your leadership skills? 1- Poor 2- Average 3- Optimal				
4.	How well are you executing your vision and goals? 1 - Little to no execution 2 - Only when I have the time 3 - I consistently prioritize making my vision a reality				
5.		Think about your daily responsibilities and place yourself on the spectrum: High level leadership responsibilities Day-to-day operations			
	□ 1			□ 3	
Opero to ac	ationally, are you hieve? Use this s rtments can be a	ı putting a drain on your bı	, .	ything you are trying	
2.		rtments and rate their pro Cash growth Cash growth Cash growth Cash growth Cash growth	Cash drain Cash drain Cash drain Cash drain Cash drain Cash drain		
3.	Credit Prede Annua	h flow processes your curr card approval process termined limits on spendir al technology evaluations tmental & employee profit	ng		
4.	Operationally how well would you say your departments are aligned together? SoloCollaborative				
	□ 1			□ 3	

5.	How would you rate your operations are continued as a second seco	better efficiency an re automated and ot		
Your cu wrong one co	TURE Ulture is all about your employees Are you doing anything to attra mes to work excited and aligned s of your business personally. The	act A players? An opt with the mission, ex	timal business culture i ecutes on it efficiently,	means every-
and re	is section to evaluate your curren tain top talent. Everybody wins w ur customers.			
1.	How would you rate your overa 1- Poor 2- Average 3- Optimal	Il company culture?		
2.	Is your hiring process serving you What do you prioritize when brokesume/abilities	inging on new hires		ulture fit
3.	How well does your culture pro	mote the team vs ir		
4.	How well are you recognizing milestones in the employee life cycle? Circle all that your recognize and celebrate in your business: Hiring your employees (onboarding) Developing and training Performance-based Work anniversaries Exit and well wishes			
5.	How would you rate yourself or Not a top priority We meet the recommended We take actionable steps to s	quotas for diversity		ngst our teams

MARKETING/SALES

Sales and marketing is where all your cash flow comes from; it drives your business. How well are your marketing and sales teams aligned? Are they siloed or cohesive? Are you lacking a sales funnel, a customer journey, or a clearly defined marketing message? Is your advertising telling a story or is it composed of ad hoc campaigns?

You can have the best product and the best people, but if you're not generating revenues then you won't make it. So let's evaluate your sales and marketing to make sure you can continue to do what you do.

1.	Rate your digital marketi	ng strategy			
	☐ Non-existent				
	☐ We have one, but it is ineffective				
	☐ Our marketing strateg	y tells our story effectively	, we consistently see a high return		
2.	How would you rate the	strength of your custome	r journey?		
	☐ Non-existent				
	\square We have one, but it is	ineffective			
	☐ We have a strong custo	mer journey with frequent to	ouchpoints for high levels of engagement		
3.	How strategic are your advertising campaigns?				
	Ad hoc		Fully integrated into our calendar		
	□ 1	□ 2	□ 3		
4.	Rate the ROI of your marketing department:				
	☐ No/Low ROI				
	☐ Average ROI				
	Consistently high ROI				
5.	How cohesive are your marketing and sales departments?				
	Misaligned		Aligned for high impact and return		
	□ 1	□ 2	□ 3		
ONE	LAST QUESTION (BE HON	IEST): DID YOU FIND SO	ME AREAS THAT NEED HELP?		
Now	that you have this fresh per	spective and clarity, it's tir	me to make a plan to solve your		

Ready to Execute Your Plan?

You've already filled out this fit test, now let's put it to good use. Send it to lori@executeyourplan.com and let's book your first business strategy session. In our free first session we will evaluate your business and begin building your custom plan. There is no cost for this initial meeting, just a willingness to see what's possible.

current problems, build up your processes and team, and execute on your business goals.