

INSTRUCTIONS

Small Business Owner Self-Assessment: Evaluating Your Entrepreneurial Excellence. Take some time to reflect on each question and honestly assess your current business skills.

Scoring Guide. 1-2: Significant improvement needed in this area. **3-4:** Room for improvement, but you are on the right track. **5:** Excellent in this area; continue to nurture and build upon your strengths.

QUESTIONS:

RATING SCALE:

	Terribly (1)	Poorly (2)	Average (3)	Good (4)	Excellent (5)
1. Business Vision and Strategy. How well do you assess market trends and competition to develop and adapt your business strategy?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How effectively do you communicate your business vision and goals to your team members and stakeholders?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How clearly do you articulate your business ideas and plans in both written and verbal communication?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Leadership and Management. To what extent do you lead by example and demonstrate integrity, professionalism, and dedication in your work?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How effectively do you motivate and inspire your team members to achieve their best performance?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well do you manage and delegate tasks to maximize productivity and utilize your team's strengths?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Financial Management. How proficient are you in financial management, including budgeting, cash flow management, and financial analysis?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent do you monitor key financial metrics and make informed decisions based on financial data?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How effectively do you plan and allocate resources to ensure long-term financial stability and growth?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Customer Focus. How well do you understand your target customers and their needs, and how effectively do you meet those needs?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent do you gather and analyse customer feedback to improve your products or services?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How consistently do you provide excellent customer service and build strong relationships with your customers?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Marketing and Sales. How effectively do you develop and execute marketing strategies to promote your products or services?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To what extent do you utilize various marketing channels and measure the effectiveness of your marketing efforts?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well do you lead your sales team, set sales targets, and monitor sales performance?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

