



# The 5-Minute

## BUSINESS/ORGANIZATIONAL ASSESSMENT PLAN



You love what you do, but running a business is tough. Answer these questions to determine where you can allocate time and resources to improve profitability.

### On a scale of 1-5 how is your website?

0 1 2 3 4 5  
Don't have one Ugh Needs Work Fabulous!

Is your website mobile friendly? Yes! Maybe? No :(

### On a scale of 1-5, how effective is your social media marketing?

0 1 2 3 4 5  
Huh? Ugh Needs Work Fabulous!

### On a scale of 1-5, how effective is your advertising?

0 1 2 3 4 5  
What advertising? Ugh Needs Work Fabulous!

### To grow my business I need to (circle all that apply):

Improve product/Service offerings	Cut expenses
Develop a strategic plan	Use my time better
Find more clients/customers	Get my people working better as a team
Hire more staff	Improve my leadership skills
Find help	Do something, but I'm not sure what

The last book I read to help improve my business was:

by \_\_\_\_\_

I normally read magazines/periodicals such as:

\_\_\_\_\_

When people think of my organization, I want them to think/feel/believe:

\_\_\_\_\_

(Ex. XYZ offers premier \_\_\_\_\_ to \_\_\_\_\_ who \_\_\_\_\_ )