



BUSINESS SELF-ASSESSMENT

INTRODUCTION

Business is simple. Somebody wants to buy. Somebody has something to sell. Maybe somebody has to make something. That's all business is ... simple.

What we're seeing right now in the business world is that the companies that are really flying are those that have gone back to the basics of business. It doesn't matter what sector they're in, it doesn't matter what size they are or where they are in the world, when a company focuses on the four basics of business they can't really fail.

By focusing on – and measuring progress in – the four basics in the **self-assessment on the next page** your business too can succeed in the new game of business.

In this new game of business there is a significant levelling of the playing field between small businesses and large. These are the most exciting of times for business and there has never been a better time than right now to be in business. Thanks to the shrinking of the world – principally through technology – the sky really is the limit, no matter the size and global location of the organisation.

If you are to keep winning as a business leader in this new world of business you can influence the four basics of business by embracing three things above all else:

As a business leader, you've got to **BELIEVE**.
Believe in whatever it is you're doing.

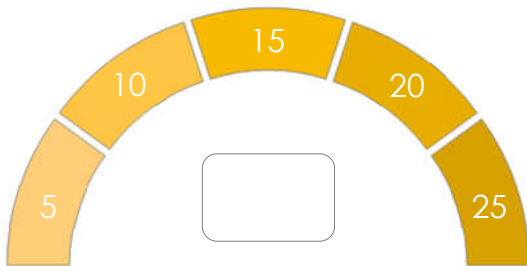
You have to lead with **PASSION**.
People follow people with passion, passion is infectious.

Finally, you need to have **COURAGE**.
If you have the courage to focus relentlessly on the four basics of business, we guarantee that you will win.

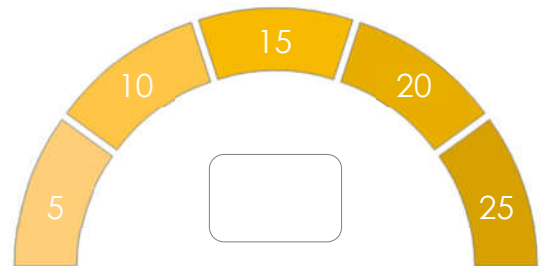
YOUR BUSINESS SELF-ASSESSMENT IS ON THE NEXT PAGE

BUSINESS SELF-ASSESSMENT

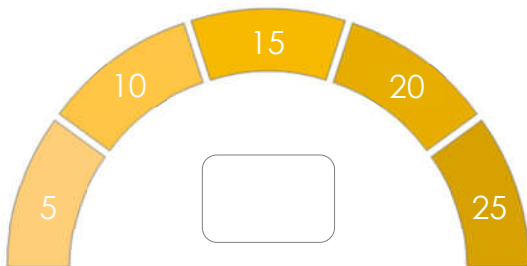
Give your business a score out of 25 for each of the following:



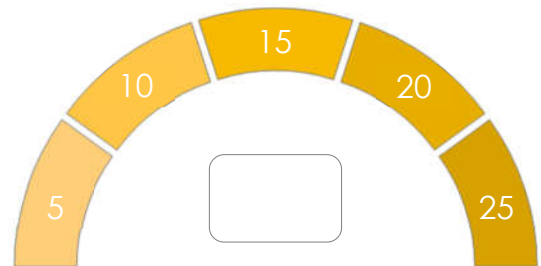
How exceptional is the business at what it does?



How great is the business as a place to work?



How well does the business prospect for customers?



How good is your focus on the triple bottom line?

TOTAL SCORE OUT OF 100

WHAT SCORE WILL LET YOU SLEEP AT NIGHT?

Improving your score or ensuring that your successors achieve the same success is increasingly important in this new world of business.

Each of our masterclasses have been designed to give you exactly what you need in a jargon-free, practical format. You might even be surprised at how much fun it can be!

- Staying in the Helicopter® – The Key to Sustained Profitable Growth
- WIN! How to Succeed in the New Game of Business
- Do Better Business, Better