

# Business Management Evaluation Form

*Coaching is a technique to be applied to many aspects of a person's life and it can also be applied to a Company or to a group with a common goal.*

*This simplified assessment can assist in the identification of areas where Coaching could improve the performance of the business.*

*Please read carefully the statements at both ends of each line of the grid and tick the box that most reflects the situation at the time of the evaluation.*

My Vision for the business is clearly defined and well known.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No Vision has been developed or discussed.
The Business Plan is clear and up to date.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	We have always managed without a Business Plan in the company.
Market research is conducted regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Every one knows the market we're in. No need to do research.
The Market structure is well identified.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	We know our customers. That is enough.
Strength, Weaknesses, Threats and Opportunities are identified.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No analysis is necessary, the Management knows best.
Growth is continuous and well paced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	We cannot affect growth, we respond to our sales.
Products / Services are of the highest standard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No idea how we compare to the best. We probably are the best.
Employees have a clear job description known by all.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Everyone knows what to do by him/ herself.
Employees' talents are identified and put to good use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Employees' individual talents and aspirations are not identified.
I have a clear understanding of my employees' state of mind.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	When employees do as they are told there is more order and efficiency.
Customer Relationships are managed according to plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	When customers tell us that they are dissatisfied, we respond.
Customers speak highly of our service and products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	We have complaints but there is little we can do about them.
Accurate Financial data is always available.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	We never know where we stand on finance, it is a roller coaster.
Investments are regularly made to take advantage of new technology.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	We wait until costly new technologies have been widely adopted.
Competitive threats are identified, evaluated and discussed regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	We do not monitor competition. Our products are excellent.
Action Plans are in place for the next 12 months and well known by all.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	We have no time to develop action plans.

*Too many ticks in the columns headed by red suggests that you could take action to improve the performance of your business. Call me!*

