

Biz Fitness Index

Phone: (212) 937-3461 Fax: (212) 937-3581
 E-mail: pam@futureresultsnow.com
www.futureresultsnow.com

Name _____
(please print)
 Phone _____
 Company _____
 Position _____
 E-mail Address _____

Is your business fit and ready to produce the future results you desire? Print this quiz and assess how your business measures up right now on each factor. The results will tell you where to focus your management and leadership attention. There is no pass mark or ranking. Your score provides a benchmark for comparison as you take charge and “work on your business – not in it”.

Keep the results and complete the Future Results Now Biz Fitness Index every three months to see where you are making progress and where you need to focus.

Read each statement and circle the number that most closely describes your business today.

1 = Strongly DISAGREE 2 = Somewhat DISAGREE 3 = Neutral 4 = Somewhat AGREE 5 = Strongly AGREE

Part 1: Leadership

- I have a clear vision of the business I am building. 1 2 3 4 5
- My vision has been shared with my employees, they understand it and are 100% committed. 1 2 3 4 5
- I manage my time effectively. I spend a significant amount of time each week working on strategic issues, planning for the future of my business. 1 2 3 4 5
- I have a good balance between my personal and business life. 1 2 3 4 5
- I understand how my business is contributing to my life goals and honoring my personal values. I have fun at work. 1 2 3 4 5

Total Leadership Score _____

Part 2: Management

- My employees completely understand their role and how their activities affect our bottom line. 1 2 3 4 5
- My employees have job descriptions that clearly outline their responsibilities and their relationship to their internal customers. 1 2 3 4 5
- My business is systematized. We have taken the time to develop and document systems for all aspects of the business. Our systems ensure our process and outcomes are consistent and predictable. 1 2 3 4 5
- We have regular meetings to assess how our systems are working and are constantly looking for more effective ways to get things done. 1 2 3 4 5

Total Management Score _____

Part 3 : Human Capital/Staff Development

- My business is successful in attracting and retaining great employees. 1 2 3 4 5
- My employees actively contribute to the business plan and have assumed shared responsibility for company performance. 1 2 3 4 5
- I have the right people in the right place and know the attributes of employees who will be successful in my business. 1 2 3 4 5
- My employees demonstrate initiative and directly contribute to the development of processes and systems in the business. 1 2 3 4 5
- I am pleased with our staff turnover rate, given our company and our industry. 1 2 3 4 5

Total Human Capital Score _____

Part 4: Lead Generation & Sales

- I have a clear understanding of how our different marketing initiatives generate leads and new customers for my business. 1 2 3 4 5
- The process of converting leads to sales is not totally dependent on me. 1 2 3 4 5
- We have an effective selling system that all employees understand and follow to convert leads to clients. 1 2 3 4 5
- We keep track of how well our selling systems are working. I know the numbers and understand them. 1 2 3 4 5
- I am happy with the quantity and quality of leads generated by our marketing activities. 1 2 3 4 5

Total Lead Generation & Sales Score _____

Part 5: Marketing

My business, our products and services clearly differentiate us from all other companies in our industry. 1 2 3 4 5

I know the demographics, wants and needs of our ideal customer and know how my business satisfies those needs in a unique way. 1 2 3 4 5

Our marketing communications, including our web site, brochures and proposals, present a consistent message focused on influencing the buying decisions of our ideal clients. 1 2 3 4 5

I have a living plan to create new products and services that will resolve the major frustrations of our ideal clients. 1 2 3 4 5

I know which markets and products are most profitable for my business and have a system and discipline in place to focus on those markets. We constantly assess our focus and take action to minimize unprofitable activities and market segments. 1 2 3 4 5

Total Marketing Score _____

Part 6: Money

I have the accounting and financial staff and advisors I need and I am comfortable with the way my business handles money. 1 2 3 4 5

I know what the key financial indicators are for my business and regularly review timely and up-to-date reports on these indicators. 1 2 3 4 5

I have a good relationship with my bank and have options available should I determine my business requires credit. 1 2 3 4 5

The cash flow generated from operations is sufficient to allow for growth and re-investment in the business – as well as provide an acceptable level of income for me. 1 2 3 4 5

I know exactly where my profit comes from and know the key variables that affect the profit levels of my business. 1 2 3 4 5

Total Money Score _____

Part 7: Client Satisfaction and Retention “The Raving Fan Factor”

When we make a promise to a client or prospect, we have a system that guarantees that promise will be kept. 1 2 3 4 5

A significant and satisfactory portion of our business comes through referral. 1 2 3 4 5

We have a system in place to monitor customer satisfaction and know if our customer satisfaction level is rising or falling – and we know why. 1 2 3 4 5

I never have to worry about things “falling through the cracks” when I am not looking. 1 2 3 4 5

Customer service is one of the true strengths of the business. 1 2 3 4 5

Total Client Satisfaction Score _____

Further Discussion

What topics were not covered, but came to mind as you completed the index?

1. _____

2. _____

3. _____

www.FutureResultsNow.com
212-937-3461 (phone)
212-937-3581 (fax)
pam@futureresultsnow.com


Future Results Now
Successful Business Coaching by Pam Bryan