



Venture Growth Tools™: Leadership Self-Assessment

When entrepreneurial leaders think in terms of barriers to growth, some obstacles are obvious and others are not. The following high-level **Leadership Self-Assessment** will provide you with insight into how prepared you are to grow your venture to the next stage of development. Whether or not you have a support team, the onus -and opportunity- lie with you to be empowered with knowledge and competence in each of these functional areas. It is likely you will discover that the skills used to reach one level are not adequate to achieve your next goals. This realization and the identification of needs are not deficit-focused. Instead the exercise is actually geared to clearing pathways for growth - for yourself as a leader and for your venture. An honest self-appraisal is the first step in preparing for positive change and new possibilities.

Business Function	Your Assessment - Check One		Readiness - Circle One
<u>Planning:</u>			
Clear Vision & Strategy - in Writing	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Plan with Goals & Objectives - in Writing	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Organizational Chart with Details - in Place	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Leader's motivation & purpose	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Regulations & Licensing	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Legal, Insurance & Other Risk Mgt	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
<u>Marketing & Sales:</u>			
Product / Service Ready for Market	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Marketing Plan (researched & written)	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Communications Plan (traditional & social)	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)

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To schedule a follow-up Skype or phone call, contact: <mailto:dongreenfield@venturegrowth.com>

Sales Plan with Sales Goals	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Review of Competitive Environment	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Customer-centric messages & materials	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Product / Service Pricing	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Customer Service & Support	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)

Financial Skills:

Capitalization costs calculated	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Determined how costs will be covered	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Estimated one year sales & expenses	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Determined break-even sales volume	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Inventory Management	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Credit & Collections	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Cash Flow Projections / Management	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Tax Planning & Preparation	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)

Management Skills:

Personal Knowledge of Specific Industry	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Experience as Manager / Team Leader	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Negotiation Skills	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Presentation & Media Skills	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Productivity & Technology Deployment	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)
Network of Peers & Champions	<input type="checkbox"/> I'm good	<input type="checkbox"/> Need Change	Readiness (Now, Soon, Later)

As with all organizations, your venture has a lot of moving parts. Human instinct is to put our energy into those things in which we excel. We tend to avoid those things where we feel less competent. You can use the results of this assessment to (1) seek skill-building opportunities; (2) recruit complementary relationships with employees, contractors or collaborators to strengthen company competence; or (3) seek guidance and implementation support from independent advisors skilled at managing growth, holding the vision and making sure your goals are achieved. Regardless of your approach, we encourage you to ACT NOW before any barriers to growth become “we’ve got a serious problem.” How many times did you respond “NOW” in the readiness column?

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