

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"/>	No Vision has been developed or discussed.
The Business Plan is clear and up to date.	<input type="checkbox"/>	We have always managed without a Business Plan in the company.
Market research is conducted regularly.	<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"/>	We know our customers. That is enough.
Strength, Weaknesses, Threats and Opportunities are identified.	<input type="checkbox"/>	No analysis is necessary, the Management knows best.
Growth is continuous and well paced.	<input type="checkbox"/>	We cannot affect growth, we respond to our sales.
Products / Services are of the highest standard.	<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"/>	Everyone knows what to do by him/ herself.
Employees' talents are identified and put to good use.	<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"/>	When employees do as they are told there is more order and efficiency.
Customer Relationships are managed according to plan.	<input type="checkbox"/>	When customers tell us that they are dissatisfied, we respond.
Customers speak highly of our service and products.	<input type="checkbox"/>	We have complaints but there is little we can do about them.
Accurate Financial data is always available.	<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"/>	We wait until costly new technologies have been widely adopted.
Competitive threats are identified, evaluated and discussed regularly.	<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"/>	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!