

Both myself and my team members are not clear on what is our strategic direction and plan.	1 2 3 4 5	100 percent of our management and our entire team can clearly articulate our strategic direction and plan.
We are not clear on what our organisational priorities are and tend to priorities unimportant tasks.	1 2 3 4 5	There is absolute clarity about our organisational priorities, and everyone knows how they personally support those priorities.
We are not sure what we as an organisation would like to accomplish in the future.	1 2 3 4 5	We spend more time being proactive towards our goals rather than reactive.
As of today, we have not set long term goals or annual goals that would help us in the future.	1 2 3 4 5	We have identified and committed to long term goals and annual goals that support our future.
We are not really sure what market we are part of and what market we fill.	1 2 3 4 5	Our company is positioned for long term sustainability because of the opportunity in the market that we fill.
Our customers tend to not return and that causes us to always be looking for ways to bring new cliental into our business.	1 2 3 4 5	Our products and services are structured for making a sale once and getting paid long term. (The customer needs to come back again and again.)
I am sure not at the current moment my organisation is not ready to be scaled.	1 2 3 4 5	We have scalability because future sales cost less and are easier to capture.
Me and my team members are not 100 percent sure what business we are in.	1 2 3 4 5	We know exactly what business we are in.
My team and I are not clear on who our target audience is.	1 2 3 4 5	We are selling what people want to buy and are very marketable to our target audience.
We just focus on that task at hand and do the minimum to complete it.	1 2 3 4 5	Our team thinks big picture and with a mindset of abundance.
I have not taken the time to consider why I want to grow a business.	1 2 3 4 5	There is a real passion, genuine excitement and total unity from me and my team on why we want to grow.
The day job always takes priority over growing the firm.	1 2 3 4 5	Time is set aside daily, weekly, monthly, quarterly, and annually to review and progress our firm's three year growth plans.
If we have done a Client Portfolio Analysis for our firm it was a long time ago.	1 2 3 4 5	Every six months we do a complete Client Portfolio Analysis and identify recommendations to increase the profitability and turnover of our business.
Leads are not tracked or qualified.	1 2 3 4 5	Every enquiry the firm receives is tracked and qualified before being progressed.
It is very difficult to distinguish between my firm and local competitors.	1 2 3 4 5	My firm is well known for a niche market, and our profile in that niche is so strong that we attract 'pre-sold high quality clients to our firm.
I do not have a marketing plan to produce a predictable number of leads, improve conversion rates, increase the average revenue per transaction and increase the transactions per client.	1 2 3 4 5	I have an aggressive, measurable marketing plan to produce a predictable number of leads, improve conversion rates, increase the average revenue per transaction and increase the transactions per client so profits increase significantly.