

# PCI Crane Consulting

## Business Value and Growth Assessment

Your Name	<input type="text"/>	Company Name	<input type="text"/>
Date	<input type="text"/>	Email	<input type="text"/>
Phone	<input type="text"/>	Best time to call	<input type="text"/>

What does your company do for your customers?

## Questions

1. What aspect of business growth do I need the most urgent help with? This is my top priority:

- Increase annual revenue of the business
- I must generate revenue from my product in the next 6–12 months
- My company must have financial and impact goals and metrics to be successful
- I have to generate revenue to better support my social impact mission
- My business is growing faster than I can manage it
- Other—please describe:

2. My annual revenue over the last two years:

2013  2014  2015 (est.)

3. How old is my current business:

- 0–3 years
- 4–6 years
- 7–10 years
- 11–19 years
- 20 years or more

4. What is the number one challenge I believe is holding me back from achieving my goals?

5. **The financial reserves and resources I have to support stability and growth of my business are:**

0 = Very limited    3 = Modest    5 = Budgeted and funded

0  1  2  3  4  5

6. **My competence/expertise in the following business knowledge areas can be described as:**

0 = Very low    3 = Average    5 = Very High

a. Money and Finance 0  1  2  3  4  5

b. Marketing, Sales and Customer Relationships 0  1  2  3  4  5

c. Operations and People Management 0  1  2  3  4  5

d. Product Development and Customer Focus 0  1  2  3  4  5

e. Technology and Business Innovation 0  1  2  3  4  5

7. **I consistently generate new business and product ideas:**

0 = None/very few ideas    3 = Some ideas    5 = Lots/Too many ideas

0  1  2  3  4  5

8. **My skills as a decision maker and business leader can be described as:**

0 = Needs improvement    3 = Average    5 = I make consistently sound decisions

0  1  2  3  4  5

9. **My abilities in hiring, managing and developing staff can be described as:**

0 = Needs improvement    3 = Average    5 = I'm a great people manager and leader

0  1  2  3  4  5

10. **I prefer learning in a group with owners from different industries and viewpoints:**

0 = Strongly disagree    3 = Agree    5 = Strongly agree

0  1  2  3  4  5

11. **The three elements of business ownership, leadership and/or performance where I am the least confident or expert are:**

12. The areas of business where I feel most expert are:

13. Write a couple of paragraphs (100 to 200 words) that describe the conditions, situation, events or pressures that led to you becoming a business founder and leader.

Scoring: Enter the total number of answers for each number.

<input type="text"/>	0	<input type="text"/>	3
<input type="text"/>	1	<input type="text"/>	4
<input type="text"/>	2	<input type="text"/>	5
<input type="text"/>	No answer		

If you have scored more than two answers as a 0 or 1, these may be red flags that are holding back your business growth.

**Thank you for your time.**

Please email this assessment back to [dcrane@pcicraneconsulting.com](mailto:dcrane@pcicraneconsulting.com).

Darlene Crane, President of PCI Crane Consulting, will contact you to schedule your free assessment feedback session. For faster feedback, please contact Darlene directly.

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