

Personal skills assessment

Rate yourself on the following characteristics. These are the general areas of expertise a business owner should have to be successful. Not everyone is strong in all these areas so let's evaluate your strengths and weaknesses. This will help guide your hires. (Fill out on the computer or print this page out.)

Business Function	Excellent	Satisfactory	Poor
Marketing Communications			
Marketing/Sales			
Lead Generation, Business Development			
Sales Strategy/Management			
Account Management/Follow-up			
Operations/Management/Process			
HR Management			
Financial Management			
Strategic Planning			
Financial Projections			
Technology (Internal tech support)			
Technology Design (Technology selection)			
Product Development			
Pricing			
Public Speaking/Presentations			
Training/Coaching/Mentoring			
General Administration			
Customer Service/Satisfaction			
Website strategy/development			
Business Brand Building			
Other:			