

## Personal business strengths profile

Name \_\_\_\_\_

Date \_\_\_\_\_

1 My hobbies and interests, clubs, voluntary work...  
What subjects interest me? What do I know about?

2 My career industry experience  
What industries and market sectors do I know?  
What contacts do I have that will help me extend my business knowledge?  
and personal franchise.

3 Do any industries particularly interest me?  
For example: Ag and fish, mining and minerals, energy, food and drink, textiles, publishing  
and printing, chemicals, electrical, transport, automotive, construction, retail, finance, leisure,  
sport, medical, health, armed forces, utilities, construction,  
property, travel, public services government, IT, education, or others.. niches.

4 Career business dealings and relationships experience  
What level can I operate at (as regards the person I'm dealing with, say, of a  
£/€50m turnover Co): Manager, middle manager, executive, director, CEO?

5 Career business scale experience

What business size (£/€) can I handle? 10k, 100k, 1m, 10m, 100m, 1bn?

Small Co's, Big Co's, Nationals, Multi-nationals? 10's, 100's, 1,000's or 10,000's

6 Financial understanding: sales revenues, costs, gross margin, contribution, profit? The

P&L a/c, balance sheet, cashflow?

7 My education and qualifications

What subjects do I know well technically, or even have a recognised professional qualification in?

8 My expertise and command of my current product and service portfolio

What customer organisational benefits am I personally best able to bring to potential customers (through the application of my product/technical/other knowledge)?

9 My personal effectiveness what am I best at (in order, best first): relationships with people, working to a process, getting details right, getting results regardless?

10 My communicating style how do I prefer to communicate? Face to face, in writing, on the phone? One to one, to small numbers, to a large group?

11 The business role I identify with...  
I'd be best as a director of: sales, marketing, S&M, IT, HR, Finance, Operations, Production, Technical, R&D, the CEO (or state another)

12 What turns me on? Anything... name it..

13 Am I reactive or proactive? Be honest - there's no right or wrong answer...

14 Am I a starter or a finisher?

15 Team-working style Do I tend to tell, sell, participate or do my own thing?

16 What I'd want most...

A Ferrari, an old house to re-furbish, 1,000 books of my choice, power and responsibility, or something else.

The Personal Business Strengths Profile is a self-assessment tool designed to enable the individual to better understand themselves, by reflecting back a profile via the answers given. The tool is particularly valuable if used as part of an appraisal or discussion with the person's boss, mentor, or anyone assisting with the individual's development.

Questions 1-8 indicate the type of business focus that will best suit the individual's skills, knowledge and experience.

Questions 9-16 indicate the person's working style and preferences, and provide excellent pointers for exploring and/or discussing personal development, style, career path and possible conflict issues.

The **SMART** way to do business

# 121 business coach