

# **“SYMPTOMS OF DANGER”**

In spite of our conscientious efforts to work smart and get ahead, there are many factors which can inhibit our overall success. We do not have to subscribe to all of them. Sometimes, only a few in combination may result in our ultimate demise. As you review this list, keep a conscious lookout. Should any of these symptoms become evident, adjust your STRATEGY and initiate immediate corrective action.

**Instructions:** Evaluate and Rate yourself on each issue. Rating Scale is 8 = major significant negative impact, 1 = negligible significant negative impact. Then, total your score in each category. Please keep in mind... Lower Scores are best, Higher Scores indicate greater danger.

## **WHY BUSINESS PLANS FAIL**

- 1. SHIFTS OR CHANGES IN THE MARKETPLACE
- 2. INADEQUATE CONTROL SYSTEMS
- 3. CHANGES IN TECHNOLOGY
- 4. DRAMATIC CHANGE IN A DISTRIBUTION SYSTEM
- 5. ABRUPT LOCATION DISADVANTAGE
- 6. OVER DEPENDENCE ON A SINGLE CUSTOMER
- 7. GROWTH OF BUSINESS BEYOND SKILLS OF MANAGEMENT
- 8. MANAGEMENT SHORT OF COURAGE
- 9. INTERNAL CONFLICTS
- 10. A GROUP EXERTS SELFISH INFLUENCE
- 11. LIMITED FINANCIAL RESOURCES
- 12. GROWTH BEYOND WORKING CAPITAL
- 13. AN INCREASE IN THE COST OF DEBT
- TOTAL RATING**

## **WHY MARKETING / SALES PLANS FAIL**

### **FAILURE TO...**

- 1. ACCURATELY DEFINE HIGH PROFIT VERTICAL MARKETS
- 2. REALISTICALLY ANALYZE DOWNSIDE RISKS
- 3. RESEARCH & ANALYZE MARKET'S DECISION BEHAVIOR
- 4. ESTABLISH A UNIQUE AND VITAL TARGET MARKET IDENTITY
- 5. DEFINE EVERY CRITICAL ELEMENT IMPACTING MARKETING CAMPAIGNS
- 6. GAIN TOTAL COMMITMENT & SUPPORT OF SENIOR MANAGEMENT
- 7. GAIN COOPERATION & SUPPORT OF KEY DEPARTMENTS INVOLVED
- 8. PACKAGE & PRICE PRODUCTS / SERVICES ACCURATELY
- 9. ESTABLISH EFFECTIVE CHANNELS OF DISTRIBUTION
- 10. IDENTIFY OR COMMUNICATE EFFECTIVELY WITH TARGET MARKETS
- 11. DEVELOP BROAD MARKET VISIBILITY & EXPOSURE
- 12. DEVELOP OR MAINTAIN SIGNIFICANT PENETRATION / MOMENTUM
- 13. ANTICIPATE OR COUNTER THE RETALIATION BY MARKET LEADERS
- TOTAL RATING**

# **DESTINY**

*Keep your **THOUGHTS** Positive...  
Because your *Thoughts* become your **WORDS**.*

*Keep your **WORDS** Positive...  
Because your *Words* become your **ACTIONS**.*

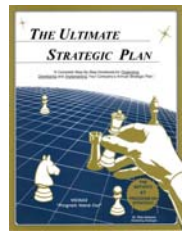
*Keep your **ACTIONS** Positive...  
Because your *Actions* become your **HABITS**.*

*Keep your **HABITS** Positive...  
Because your *Habits* become your **VALUES**.*

*Keep your **VALUES** Positive...  
Because your *Values* become your **DESTINY**.*



# “PROFESSIONAL SKILL EVALUATION”



NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

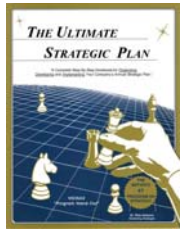
POSITION: \_\_\_\_\_ CAREER GOAL: \_\_\_\_\_

- STEP #1:** Circle the Number of Your Top 10 Most Critical Skills Needed to Achieve Career Goal.
- STEP #2:** Rate Your Current Performance Level of the Top 10 (10 highest - 1 lowest) in “Rating A”.
- STEP #3:** Total Your Score at Bottom (Grand Total).
- STEP #4:** Get a Second Opinion Rating of Top 10 (“Rating B”), then total at bottom.
- STEP #5:** Select Top 3 by Priority for Improvement.
- STEP #6:** Define Immediate Strategic Actions for Improvement.

<u>SKILL</u>	<u>RATING</u>		<u>SKILL</u>	<u>RATING</u>	
	<u>A</u>	<u>B</u>		<u>A</u>	<u>B</u>
1. Defining Goals and Objectives			17. Awareness of Detail		
2. Innovative Thinking			18. Empathy and Understanding		
3. Decisiveness			19. Cooperative Personality		
4. Developing Long Range Strategies			20. Ability to Accept Criticism		
5. Developing Short Term Strategies			21. Articulate Oral Comm.		
6. Analytical Ability			22. Articulate Written Comm.		
7. Defining Problems and Issues			23. The Art of Questioning		
8. Setting and Following Priorities			24. Patience and Tolerance		
9. Ability to Concentrate			25. Responsive Feedback		
10. Organizational Mindset			26. Conflict and Negotiation Skills		
11. Self-Motivated			27. Persuasive Group Comm.		
12. Delegation-Responsibility/Authority			28. Telephone Effectiveness		
13. Initiative/Risk-Taking			29. Disassociation With Work		
14. Time Management			30. Balance of Life		
15. Handling Stress and Pressure			31. Continuous Personal Development.		
16. Professional Image and Attitude			32. Other: _____		
<b>GRAND TOTAL:</b>			_____		

<u>TOP-3 PRIORITIES</u>	<u>IMMEDIATE STRATEGIC ACTION</u>
#1: _____	_____
#2: _____	_____
#3: _____	_____

# “STRATEGIC JOB ASSESSMENT”



*A Systematic Annual Reassessment of Strategic Progress and Priorities.*

## **A. Define the Parameters of Your Job Description and Key Areas of Responsibility:**

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## **B. Brief Chronological Job (Career) Background History:**

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## **C. Define and Clarify Your Specific Job Performance Measurement:**

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

## **D. Past Twelve Months Achievements and Successes:**

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## **E. Five Ideas or Suggestions You Could Do to be More Effective (Productive) at Your Job:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

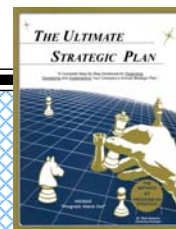
## **F. Current or Pending Problems or Challenges:**

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## **The COSTS of An INACCURATE STRATEGY**

- #1: Direct project-related expenses.**
- #2: Man-hours of time and effort invested by all parties involved.**
- #3: Frustration for lack of “Return-On-Investment”.**
- #4: Loss of chronological time remaining for achieving designated goals and objectives.**
- #5: Confidence in judgment and predictability by colleagues and management.**
- #6: Personal confidence in the ability to predict as well as achieve objectives.**

# "STRATEGIC BUSINESS ANALYSIS"



**Objective:** To definitively evaluate the optimum targeted Business Mix for achieving Your Strategic Goals and Objectives.

YEAR:	2005	2004	2003	2002	2001
	Income	Income	Income	Income	Income
	Qty.	Qty.	Qty.	Qty.	Qty.
* ANNUAL TOTALS -					
A. PRODUCT ANALYSIS:					
A. _____					
B. _____					
C. _____					
D. _____					
E. _____					
F. _____					
G. _____					
H. _____					
B. CUSTOMER ANALYSIS:					
A. _____					
B. _____					
C. _____					
D. _____					
E. _____					
F. _____					
G. _____					
H. _____					
C. CONTACT ANALYSIS:					
Repeat Customers -					
Referrals -					
Telemarketing -					
Direct Sales -					
Networking Leads -					
Website Leads -					
Other -					