

## Roots of Power Self-Assessment

*The following 40 statements describe some competencies that successful business owners tend to share. How would you rate yourself on each statement (High – Medium – Low)? Start this self-assessment in class beginning with the People Power and Sales Power categories. Finish this self-assessment on your own at home. Be sure to ask some trusted advisors, family and friends for feedback on what they see as your strengths and areas needing more development.*

People Power		
Roots of Power	Self-Assessment High-Medium-Low	Notes/Comments
1. I am easy-going and likable.		
2. I actively listen to customers, staff, and stakeholders.		
3. I am honest and sincere. People trust my word and believe in me.		
4. I inspire others—customers, staff, and partners.		
5. I have respect for others who have differing opinions or values.		
6. I have a strong vision and belief in what I am capable of doing.		
7. I think ahead. I am able to plan for the future, not just for the present.		
8. I can explain ideas in simple and clear ways. I know how to tell a convincing story so that others “see” my ideas.		
9. I am a great “connector.” I am at ease networking and meeting new people in order to introduce myself and my business.		
10. I have great management and supervision skills.		

### Sales Power

Roots of Power	Self-Assessment High-Medium-Low	Notes/Comments
1. I am ready to sell, sell, sell, all the time!		
2. I have the discipline to set sales targets and meet or exceed them every month.		
3. If a customer says “no” to me, I can accept rejection and keep on selling.		
4. I easily communicate with people who do not have the same backgrounds or values as I have.		
5. I know how to coach and train others to help improve their sales skills.		
6. I am creative. If a customer does not like my first offer, I can think of other realistic offers to make.		
7. I know how to explain my business idea in simple, easy-to-understand language.		
8. I know how to use software to track customers and sales performance.		
9. I am able to educate current and potential clients on the benefits of my product/services so that they can make an educated decision to buy or not to buy.		
10. I am a great listener. I listen to and respond appropriately to current and prospective customers.		

### Financial Power

Roots of Power	Self-Assessment High-Medium-Low	Notes/Comments
1. I have at least six months of savings to support myself before I go into business.		
2. I can do the math: estimate start-up and operating costs, products/services, and calculate what it will take to break even. I can create a budget and manage it.		
3. I understand how to manage cash flow.		
4. I have a solid relationship with bankers or loan officers before I need to ask for a loan.		
5. I have a good credit score – I am “bankable.”		
6. I know how to write a business plan with financial projections.		
7. I know how to use financial planning software such as Excel or QuickBooks.		
8. I know the terminology bankers and accountants use.		
9. I know how to ask for help from others who know more about finance than I do.		
10. I know where and how to secure funding for my start-up.		

Self-Discipline Power		
Roots of Power	Self-Assessment High-Medium-Low	Notes/Comments
1. I pay my bills and taxes on time.		
2. I am willing to learn from mistakes.		
3. I can maintain a steady work pace even if I have to work seven days a week.		
4. I can go without extras to improve my credit score or save money.		
5. I manage my time very well. I set and achieve measurable goals on a regular basis.		
6. My family and I can go without extras to save money.		
7. I can focus on details that can make or break my business (for instance, sales results, the bottom line).		
8. I am willing to delegate responsibilities to others, even if they are projects or tasks I really like to do.		
9. I am a problem solver. If Plan A does not work, I can come up with Plans B and C.		
10. I am able to figure out what decisions must be made, and I can make those decisions.		

## Start-Stop-Continue Action Planner

Use this portion of the worksheet as a follow-up to your Roots of Power self-assessment in order to identify the actions you want to start, stop, or continue. Here is a sample plan:

### Alex's Plan

<b>Start</b>
<i>I will ask Noreen to partner with me.</i>
<b>Stop</b>
<i>I will stop worrying about my lack of financial expertise. I will ask for advice from my banker and set up an appointment with an accountant.</i>
<b>Continue</b>
<i>I will continue to work at another salon because I need to save money to start my business.</i>

### Your Plan

<b>Start</b>
<b>Stop</b>
<b>Continue</b>

There are no wrong answers. This assessment helps identify your competencies for starting a business, which is crucial in determining if small business ownership is right for you. The Start-Stop-Continue Action Planner helps put this knowledge into purposeful actions, crucial to planning your small business.