



# IDEAL BUSINESS EVALUATION

Name \_\_\_\_\_

Date \_\_\_\_\_



Hi there!

Whether you want to reach a certain revenue target, feel more confident and on track, make a bigger impact, get more of a balance so you can spend more time with your family (or all of the above!), the important thing is - **your** IDEAL Business is exactly that... **YOURS**.

It's how YOU want to live and how YOU want to play this game called business.

This IDEAL Business Evaluation gives you a snapshot of where you are on your journey to creating your IDEAL Business. You get to self-rate how you're doing now on the 5 IDEAL Steps.

I've supplied some guidelines on each question to help you decide on your rating for each Step.

**Answer the questions as best you can. The more honest you are with yourself, the quicker you can make changes to create your IDEAL business.**

Simply by going through this exercise you will be getting clearer on what your IDEAL Business looks like and where you are on your journey - and that's a great thing!

Here's to doing more of what you love, everyday.



**Suzi Dafnis**

CEO, HerBusiness and  
Creator of the IDEAL Business System



Rate yourself between 1 and 5 on each of the steps in the IDEAL Business System (with 1 meaning you are far from your IDEAL and 5 meaning you have achieved your IDEAL for that Step).



## Identify

My IDEAL Rating

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

**5 would be:** I have clearly identified and documented my vision for my business and my goals for the next 12 months and I have a process in place for identifying my desired outcome for each project I take on, so I know it is aligned with where I want to go.

**1 would be:** I am really unclear on where I want to go with my business and I'm not sure what I need to be doing from week to week, let alone for the next 12 months. I feel like I am doing a bunch of disjointed projects with no overarching plan or direction.



## Design

My IDEAL Rating

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

**5 would be:** I regularly get time to work ON my business, designing how I want key areas, like my marketing, my team and my finances, to work. This means I am less in "reaction mode" and I know I've got the right projects, people and systems in place to achieve my vision.

**1 would be:** I rarely get time to be proactive and design anything in my business. It seems I am always in "reaction mode" and I often feel like my business runs me, instead of the other way around.



## Engage

My IDEAL Rating

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

**5 would be:** I have the right people around me and I get the expert support and feedback I need to make decisions. I engage and communicate well with my customers, my market, potential partners, team members and other people who are important to my business.

**1 would be:** I feel isolated and often don't know who to talk to about important business decisions I need to make. I struggle when it comes to communicating and engaging with customers, team members, potential partners and other people who are important to my business.





## act

My IDEAL Rating

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5 would be:** I am able to regularly take action in my business. I often feel confident that what I am doing is going to get me closer to my vision. I feel really clear about what my priorities are and what steps I need to take next and I feel excited to act on my plans.

**1 would be:** I go from procrastinating because I don't know where to start, feeling paralysed and overwhelmed, to taking all kinds of random actions, chasing "bright shiny objects" that aren't really connected to any larger priorities and end up just exhausting me (and my team!) and wasting time.



## leverage

My IDEAL Rating

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5 would be:** I am always finding ways to do more with less in my business. I have focused on leveraging my time, my impact and my income through technology, automation, building a team, growing my client base and I regularly feel like I am getting an excellent return on the time and effort I invest in my business.

**1 would be:** I feel like unless I am always working and putting in a lot of effort, nothing can move forward in my business. I am working long hours and not really getting anywhere (in fact I feel like I could even be going backwards). I feel unsupported and am tired, overwhelmed and not getting enough back out of my business for all that I am putting in.

My IDEAL Business Rating: \_\_\_\_\_

*(add up the numbers in each of the 5 areas above and list the total here)*



## IDEAL Business System



### Your Rating Explained



#### **messy**

Score: 5

Life can be tough here. You need support to get on track towards your IDEAL Business... and you need it now!



#### **making a start**

Score: 6-15

You are on the journey towards your IDEAL Business but it's a bumpy road and you still have plenty of areas in your business that are far from IDEAL.



#### **making progress**

Score: 16-24

There are parts of your business that are really starting to get to the IDEAL stage and you have some momentum, but there are still a few key areas that aren't how you'd like them.



#### **IDEAL**

Score: 25

Yay you! You have created your IDEAL Business. You feel clear, confident and on track and your business is supporting the LIFE you really want to live!



## My IDEAL Business Looks Like...

Take a few minutes now to give yourself the gift of truly imagining what life looks like when you have your IDEAL Business. Use the space below to outline how you feel, what you're working on, what impact you're having and what results you are getting. Remember, your IDEAL Business is unique to YOU.





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