



# My Technology Growth Zone Rating

Rate yourself across the five stages of the Technology Growth Zone®.

STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5
My technology is pretty much non-existent	My technology is outdated.	My technology is doing an okay job.	Technology helps me grow, save time and provide great customer service.	Technology is revolutionising my business.
I do not use social media to promote my business.	I have a social platform for promoting my business.	I have a consistent social media schedule and plan.	Social media is a source of sales and grows my email list.	I'm a social media maven.
I manage email enquiries via my personal inbox.	I manually email replies to customer service enquiries.	I have an online helpdesk platform for replying to customer enquiries.	I have a team member replying to our client enquiries.	Our customer service team manages all client email interactions.
I do not have a system for managing client data.	I have a manual client data capture system.	I use Mailchimp or similar CRM for my client data.	I have an integrated CRM for managing client data e.g. Keep, Active Campaign etc.	I have my integrated CRM automation working smoothly with all of my other tech
I manage my projects on my computer.	I manage my projects using cloud programs e.g. Google docs.	I use basic online tools to manage my projects.	I use professional online project management software.	I have a Project Manager/Integrator managing projects and task allocation.
I don't have a website.	I have a basic website but little traffic.	I have a basic website that works well for me.	My website is a primary source of leads and sales	My website underpins my marketing strategy.
I do not have a backup system. Help!	I back my information sporadically.	I regularly back up essential data in most places.	I have good backup processes in place and competent support.	I manage security and risk with great intent. I have a reliable and well-trained tech support team.
I do not have adequate tech tools in my business.	I have a few tech tools in place but they are outdated/not optimal.	I am making good progress in integrating tech across all areas of business.	I have CRM, accounting, website and marketing tech working well for me.	I am a tech-first company. This is our main growth driver.
My tech hardware e.g. computer/production tools are inadequate.	I have some hardware but it really needs to be updated.	I have adequate and effective hardware in place.	I have all hardware covered and regularly updated.	Up-to-date tech hardware is essential to my business. I am all over it!
My communication platforms are not coping.	My communication platforms are outdated.	My communication platforms are adequate for right now.	My internal and external relationships thrive because of my communication platforms.	My communication platforms allow us to consistently have peak performance.
TOTAL _____	TOTAL _____	TOTAL _____	TOTAL _____	TOTAL _____

Which stage(s) are you **MOSTLY** in right now?

How do you feel about your business in relation to the Technology Growth Zone?

What area(s) of the Technology Growth Zone can you focus on next to make progress in this Zone?