

Coaching Needs Evaluation Form

BUSINESSES

Coaching is a technique to be applied to many aspects of a person's life and it can also be applied to a Company, an Association or any group of people with a common goal.

Other forms are available for Companies, Executives or Business Coaching.

This simplified form is designed to assist in the identification of areas where Coaching could improve the performance of the business.

Please read carefully the statements at both ends of each line of the grid and tick the box that most reflects the situation at the time of the evaluation. Interpretation and Notes are on the reverse of this form.

	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Management's Vision for the business is clearly defined and well known.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	No Vision has been developed or discussed. (1)
The Business Plan is clear and up to date.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Nobody knows how to develop a business Plan in the company. Besides, we always managed without one.
Market research is conducted regularly.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Every one knows their job. No need to do research.
The Market structure is well identified.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	We know our customers. It is enough. (2)
Strength, Weaknesses, Threats and Opportunities are identified.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	No analysis is necessary, The Management knows best.
Growth is continuous and well paced.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	We cannot affect growth.
Products / Services are of the highest standard.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	No idea how we compare to the best. We probably are the best. (3)
Employees have a clear job description known by all.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Everyone knows what to do by him/ herself.
Employees' talents are identified and put to good use.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Employee' individual talent and aspirations are not identified.
Management has a clear understanding of Employees state of mind.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	When employees do as they are told there is more order and efficiency.
Customer Relationships are managed according to plan.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	When customers tell us when they are dissatisfied, we respond. (4)
Customers speak highly of our service and products.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	We have complaints but there is little we can do.
Accurate Financial status is always available.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	We never know where we stand on finance, It is a roller coaster.
Investments are regularly made to take advantage of new technology.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	We wait until costly new technologies have been widely adopted.
Competitive threats are identified, evaluated and discussed regularly.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	We do not monitor competition. Our products are excellent.
Action Plans are in place for the next 12 months and well known by all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	We have no time to develop action plans.

Interpretation

All marks in the left 2 columns are good news.

Those in the right two columns are alarm bells.

The centre 2 columns are opportunities to improve and would be relatively easier to work on.

Coaching can help you move the marks that you will decide to move.

You should read the results concentrating on the left two columns.

The optimal performance would require that all your marks be in the two columns on the left.

If you do, you are an exceptionally well run business.

10 or more marks in the left 2 columns: You have a solid base to operate a healthy business.

You have a limited selection of areas with which you could improve your performance. It should be relatively easy to reach a superior business level. You only need Coaching if you want the best for your business.

5 to 9 marks in the left 2 columns is not a very good situation to be in.

You may have been operating like this for years but you should not in the future.

With Coaching you can painlessly bring your business to a higher, more enjoyable level.

Which two areas would you most like to start working on?

5 marks or under in the left two columns point to a situation which can be much improved. These marks show the strengths on which you will build to improve your life. You should seriously look into the areas in the centre columns. They are the easiest to improve upon

Any mark in the right two column?

It is advisable that you work on these as soon as possible. These areas probably prevent you from being successful and pull down your overall performance.

Coaching can help you act on that score rapidly.

Notes

- 1.A Vision for the Company serves as a beacon for most decisions and has to be well known by all people inside and outside the company. Lack of Vision or its ignorance can cause damaging waste of resources.
- 2.Corporate short-sightedness can be very damaging. Growth is essential and competition is intense. A Coach will help you take steps to evaluate the situation.
- 3.Only objective research on your product / services will allow you to see clearly the situation. Use a Coach to be the keeper of objectivity.
- 4.CRM is getting to be the norm in most industries. Expectations of your Clients and prospects have to be identified and must rule your policies. Use a Coach to cast an objective eye on methods, systems and practices.

Further Information from:

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