



Assessment Tool

	Strength						Weakness			
	Poor		Fair		Good		Very Good		Excellent	
	1	2	3	4	5	6	7	8	9	10
Business Model/Flagship Offer										
Do you have a simple and easy class offer for new customers? Is it easy for a new customer to register and do business with your programme?	STRENGTH						WEAKNESS			
Service Delivery										
Do you have documented lesson plans and progressions? How efficient are your coaches? How much actual instruction & practise time does each athlete receive?	STRENGTH						WEAKNESS			
Marketing & Sales										
Do you have a marketing plan for the year? Do you plan ahead and use different styles? Do you have natural sales conversations built into your business? Upgrades, upsells and extra small items available for purchase?	STRENGTH						WEAKNESS			
Staffing										
Do you regularly communicate with each staff member? Do they know their employment progression plan within your organisation? An organisational chart with future goals?	STRENGTH						WEAKNESS			
Income Management										
Do you have a consistent system for handling your income? Does it allow all staff to be paid (including owner), grow a contingency savings account and accounts for all taxes and investments?	STRENGTH						WEAKNESS			