BizCoach PRO

The Confidence Check

12 questions owners should be able to answer with confidence

Most owners can answer some of these but not all of them, and that is not uncommon; there are many disciplines to master when running a business. **Tick each box you can answer with a confident yes**, and take note of the ones you leave blank.

MONEY & THE NUMBERS

- [ ] **You can read your financials well enough to see a cash crunch forming early.**
  Spotting it in the numbers gives you options that reacting later does not.
- [ ] **You know your margins by product, service, or customer, not just blended.**
  Line-level margins show where the real profit is concentrated.
- [ ] **You could walk a banker or a buyer through what drives your cash flow.**
  This is the conversation that builds their confidence in you.

SALES & CUSTOMERS

- [ ] **You know why you win and lose deals, and what makes customers choose you.**
  Hearing it from customers and prospects usually beats internal opinions.
- [ ] **You have a clear read on how strong your pipeline really is.**
  A confident read means a slow quarter rarely catches you off guard.
- [ ] **Your pricing reflects the value you deliver today.**
  Revisiting pricing as your value grows quickly strengthens margins.

OPERATIONS & EXECUTION

- [ ] **You know the handful of metrics that best predict how next month will go.**
  Leading indicators give you a heads-up; lagging ones only confirm.
- [ ] **A new team member could pick up a core process and run it the way you want.**
  Documented processes make the business easier to scale and to step away from.
- [ ] **You have a way to tell which problems truly deserve your attention.**
  Time for the important-but-not-urgent is where the biggest gains come from.

PEOPLE & LEADERSHIP

- [ ] **You feel equipped to coach good management in the people around you.**
  The clearer your own model of good, the easier it is to grow in your team.
- [ ] **Your team feels confident making the decisions they are capable of making.**
  That frees you for the work only you can do, and it is a learnable skill.
- [ ] **You have someone outside the business you can ask anything, in confidence.**
  A sounding board means you never work through the big questions alone.

Now count how many boxes you checked.

10 or more	**You have a good command of the business.** Round out your knowledge in any areas you left blank.
6 to 9	**A solid base, with a few areas worth developing.** Owners who work on gaps like these see a 300% return on their investment on average.
0 to 5	**Plenty of upside.** A focused push on just a few of these tends to pay off quickly.

Want to get sharper on the ones you left blank?

Book a free 30-minute call with BizCoach Pro. You tell us which areas you would like to strengthen; we will share where to start. It is also how owners see whether BCP is a fit: practical coaching, a small peer cohort, and ask-me-anything access to experienced advisors.

Book your 30-minute call

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