



# Where's The Focus?

Personal Self Assessment

Why do some people succeed and others don't? Simply put those that succeed are focused on the right things that get them the right results. Success is a process of building and growing and not something mysterious. To shift you from where you are today into a mode of getting greater results requires focus.

The purpose of this personal self assessment is to identify the key areas that are holding you back from getting the results you desire. When you are aware of what the issues are you can focus on fixing them. It is important to be honest with yourself. You are not required to share this information with anyone unless you choose to share it with your coach or mentor for growth purposes. This is a discovery assessment that will help you identify the areas that are not performing at the optimum level and affecting your overall results. When these underperforming areas are clarified, defined, improved or fixed then your personal results will be improved thus achieving results by choice and moving forward.

No	Yes	<b>FUEL</b>
<input type="checkbox"/>	<input type="checkbox"/>	Do you know what you are passionate about?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a clear vision for yourself or business?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know what your core values or beliefs are?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know what your strengths are?
<input type="checkbox"/>	<input type="checkbox"/>	Are you living life with intent?
<input type="checkbox"/>	<input type="checkbox"/>	Are you using your passion, values and strengths on a daily basis?

No	Yes	<b>GOALS</b>
<input type="checkbox"/>	<input type="checkbox"/>	Do you have clear goals?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a clear action plan in place that supports your goals?
<input type="checkbox"/>	<input type="checkbox"/>	Are your actions delivering the results you expect?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know what the most important goals are for the next 90 days?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know what actions to focus on for the next 90 days?
<input type="checkbox"/>	<input type="checkbox"/>	Are you using your passion, values and strengths on a daily basis?
<input type="checkbox"/>	<input type="checkbox"/>	Do you believe your goals are realistic?
<input type="checkbox"/>	<input type="checkbox"/>	Have you validated your goals?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know what you want to achieve in the next 12 months, 3 to 5 years and 10 to 20 years?

No	Yes	<b>MARKETING</b>
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a clear marketing strategy in place?
<input type="checkbox"/>	<input type="checkbox"/>	Are your marketing efforts consistent?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know what your compelling message or statement of great importance is?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know why people buy from you?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know the real value of your product or service?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know who your ideal client/customers are?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know where to find your ideal clients?
<input type="checkbox"/>	<input type="checkbox"/>	Do you know what your ideal client values the most?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a website?
<input type="checkbox"/>	<input type="checkbox"/>	Are you productive with utilizing social media as means of marketing?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have an auto responder system in place that leverages your time?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have a CRM system in place that allows you to effectively market and follow up?

No	Yes	<b>CLIENTS</b>
		When working with clients are you in control?
		Do your clients pay on time?
		Do your clients respect you and the product or service you provide?
		Do you receive referrals from your clients?
		Do you get repeat business from your clients?
		Do you have a clearly defined process of how you work with clients and maintain control?
		Do you strive to be the best in your business?
		Do you like and value your clients?

No	Yes	<b>SALES</b>
		Do you make sales calls?
		Are you free of fear and comfortable making sales calls?
		Do you know who to call?
		Do you have a contact management system in place?
		Do you hold firm on your product/service prices when closing a deal?
		Are you comfortable asking prospects the necessary questions to close the deal?
		Are you comfortable and confident in handling objections that come up during the sales process?
		Have you taken a professional sales training course to become more effective at sales?

No	Yes	<b>ADMINISTRATIVE</b>
		Are you focused on the most important things that create results?
		Is most of your time spent on business growth activities and less on administrative task?
		Is your office environment organized?
		Do you outsource admin tasks to remain focused on the important activities?
		What administrative tasks do you spend your time on?
		•
		•
		•
		•
		•

No	Yes	<b>PERSONAL</b>
		Do you feel certain on the direction you are heading and the actions to take?
		Do you manage frustration well and not easily frustrated by situations, people or things?
		Are you confident that you are in the right business and or career?
		Do you know each day what to focus on and don't concern yourself with wondering if you are working on the right things?
		Are you free from the feeling of being overwhelmed?
		Are you confident in all you do?
		Are you free of self doubt and thoughts of giving up on what you're doing?
		Do you know what causes your frustrations?
		Do you maintain a positive attitude and confidence when your bank account or finances are low?
		Are you happy with your efforts and performance?
		Do you know what motivates and energizes you?

		Do you feel unstoppable and like nothing can get in your way?
		Are you happy with your personal life?
		What do you believe is missing?

No	Yes	<b>DISTRACTIONS</b>
		Do you remain focused on the task at hand and not easily distracted by other activities?
		Do you do the things you know you should and don't let your attention shift to less meaningful work?
		Do you feel like your days are focused and productive?
		Do you know what things to eliminate from your day to have more time for the important things?
		Do you avoid being distracted by emails and phone calls when focused on important activities?
		Do you limit how much time you spend on emails, the internet and social media?
		When working on a task that you feel reluctance toward do you remain focused and avoid being distracted by activities that are more comfortable or less involved?
		Do you know what derails you from staying focused?

No	Yes	<b>FEARS</b>
		Which fears do you encounter?
		Cold calling.
		Speaking.
		Networking with people.
		Rejection.
		Fear of losing.
		Fear of failure.
		Fear of not having enough money.
		Fear of the unknown and what the future holds for you.
		Fear of making a mistake or looking bad.

No	Yes	<b>SUCCESS HABITS</b>
		Do you have regular activities that you do daily to keep you at the top of your game? If so, what are they?
		•
		•
		•
		•
		•
		Do you read daily books that stimulate and feed your mind with positive thoughts and affirmations?
		Do you review your goals daily?
		Do you exercise regularly?
		Do you eat healthy?
		Do you get 8 hours of sleep a day?
		Do you research and read latest information about your profession to stay top of your game?

No	Yes	<b>TIME</b>
<input type="checkbox"/>	<input type="checkbox"/>	Do you have enough time in the work day to get everything accomplished you'd like to?
<input type="checkbox"/>	<input type="checkbox"/>	Do you consistently work more than 8 hours a day?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have time during the week to spend quality time with friends, family or on things that you really enjoy?
<input type="checkbox"/>	<input type="checkbox"/>	Do you take time to vacation yearly?

No	Yes	<b>FINANCIAL</b>
<input type="checkbox"/>	<input type="checkbox"/>	Do you review and analyze your financial reports monthly?
<input type="checkbox"/>	<input type="checkbox"/>	Are your bank accounts reconciled monthly and you know where you are financially?
<input type="checkbox"/>	<input type="checkbox"/>	Are your taxes current? (Personal, business, sales, payroll)
<input type="checkbox"/>	<input type="checkbox"/>	Are your bills current and paid on time?
<input type="checkbox"/>	<input type="checkbox"/>	Are you financially secure?
<input type="checkbox"/>	<input type="checkbox"/>	Do you feel confident about your financial future?

No	Yes	<b>EMPLOYEES</b>
<input type="checkbox"/>	<input type="checkbox"/>	Do you believe your employees are engaged in their work?
<input type="checkbox"/>	<input type="checkbox"/>	Do you feel confident about the work all your employees are doing?
<input type="checkbox"/>	<input type="checkbox"/>	Do you feel like things are in control?
<input type="checkbox"/>	<input type="checkbox"/>	Are your employees aware of the company goals and engaged in meaningful activities that support the company goals?
<input type="checkbox"/>	<input type="checkbox"/>	Is everyone on the same page and the company free of competing priorities?

No	Yes	<b>PEOPLE</b>
<input type="checkbox"/>	<input type="checkbox"/>	Are you comfortable in groups of people?
<input type="checkbox"/>	<input type="checkbox"/>	Do you trust people?
<input type="checkbox"/>	<input type="checkbox"/>	Is your attitude toward people positive and you don't feel like they are out to get you?
<input type="checkbox"/>	<input type="checkbox"/>	Do you feel like people around you are smart and work hard?
<input type="checkbox"/>	<input type="checkbox"/>	Do you enjoy being around people?
<input type="checkbox"/>	<input type="checkbox"/>	Do you do most of the listening while in conversation with others?
<input type="checkbox"/>	<input type="checkbox"/>	Do you enjoy talking with other people?
<input type="checkbox"/>	<input type="checkbox"/>	Are you okay with the other person wanting to be right?
<input type="checkbox"/>	<input type="checkbox"/>	Are you okay with other people not seeing it your way and having another perspective?

No	Yes	<b>LEADERSHIP</b>
<input type="checkbox"/>	<input type="checkbox"/>	Do you feel confident that you make sound decisions?
<input type="checkbox"/>	<input type="checkbox"/>	Are you free of concerns about making the right decisions or do you delay making decisions for fear of making the wrong decision?
<input type="checkbox"/>	<input type="checkbox"/>	Are you free from overreacting to unexpected events that come up?
<input type="checkbox"/>	<input type="checkbox"/>	Do you enjoy leading people?
<input type="checkbox"/>	<input type="checkbox"/>	Do you feel confident to lead others?
<input type="checkbox"/>	<input type="checkbox"/>	Do you spend time mentoring, teaching, and guiding people?
<input type="checkbox"/>	<input type="checkbox"/>	Do you recognize and praise the people around you for their good work?

No	Yes	HOME
		Are you happy at home?
		If you are in a relationship is it a happy relationship?
		Do you feel love, respect and that your current relationship is mutual and not one sided?
		If you have kids are they happy?
		Do you devote adequate time and attention to the ones you love to maintain healthy relationships?

**What else is there that you believe is causing your frustrations, holding you back and creating a lack of focus?**

In the free world that we live in you are fully empowered to live the life you want to live. In a state of mind that is free from all that is limiting you; what do you see for yourself in the future? Who do you want to become? There is no wrong answer. It's what's right for you and the life you want to live.

Write your thoughts here. Don't hold back because fear of what others may say or think or based upon your current situation. All that can be changed.

**Key Question:** If you knew you couldn't fail and money wasn't an issue what would you be doing with your life?

**Next steps:**

**What are the three most important actions you need to take today to move forward with the life and/or business you dream of? Don't delay. Do it now while it's fresh in your mind.**

- 1.
- 2.
- 3.