



Business Start-up Self Assessment

If you are considering a business start-up venture, conduct a personal evaluation of your business strengths and weaknesses to better answer the question, “Am I the kind of person who can succeed in business?” You will benefit from self-analysis in knowing your strengths and identifying areas that need improvement by answering these questions:

Initiative

1. Am I a self-starter? Yes No
2. Do I get going on my own? Yes No
3. Do I conceive new ideas? Yes No

Attitude

1. Is my attitude positive, cheerful, patient and courteous? Yes No
2. Do I take a friendly interest in people? Yes No

Leadership

1. Am I forceful? Yes No
2. Do I inspire confidence? Yes No
3. Can I get people to “want to” rather than “have to” work? Yes No

Responsibility

1. Do I seek it? Yes No
2. Do I like to take charge? Yes No

Organizing Ability

1. Am I willing and able to work hard, 16 hours a day to start? Yes No

Self-Discipline

1. Am I a “job finisher,” or when the job gets tough will I quit and say, “It wasn't very important”? Yes No

Decisions

1. Can I make them? Yes No
2. Do I procrastinate? Yes No

Sincerity

1. Am I completely sincere or do I put up a front? Yes No
2. Can people depend on what I say? Yes No

turn over

Perseverance

1. Am I highly resolved in purpose? Yes No
2. Can I overcome reverses, remain encouraged and keep going? Yes No

Health

1. Can I handle long hours, extra days, worry & stress?
Remember: You don't want to lose your health because
it's your greatest asset. Yes No

Studiosness

1. Do I pursue further direction through study? Yes No
2. Do I learn from experience - mine as well as others? Yes No

Judgment

1. The use of plain common sense. Can I envision alternatives for
solving problems and choose actions that yield the best results? Yes No
2. Do I have the courage to expose myself to possible losses? Yes No

Confidence

1. Do I believe I can do what I set out to do? Yes No

Competitiveness

1. Do I have a willingness to compete with and test myself
against others? Yes No

Visionary

1. Do I possess the ability to see the end result of my goals while
working to achieve them? Yes No

Don't be discouraged if all your answers aren't as positive as you would like. Many of these attributes can be acquired. The real value of this exercise is identifying areas where you may not measure up - then reaching inside yourself for the discipline to do something about it.