



LoCo THRIVES Assessment

Our self-evaluation to find areas to celebrate and to work on

T	Truth: Economics, Risks, Competition, Authenticity	Industry and/or market share in decline, all risks are high and competition is fierce.	1 2 3 4 5 6 7	Strong industry and market share, protection/ succession plans in place, winning.
H	Health: Financial, Physical, Mental and Spiritual	Overleveraged balance sheet, negative cash flow, I'm so stressed out I can't exercise.	1 2 3 4 5 6 7	Strong balance sheet, profits & cash flow; happy, meditating, and in tip-top health
R	Relationships: HR, Culture, Leadership, Personal	Toxic culture, weak leadership, wrong butts wrong seats, getting a divorce	1 2 3 4 5 6 7	Strong culture & leadership, great team fitment, strong relationships at home
I	Investing: Training, Capital Outlays, R & D, Education	We don't even do onboarding and suffer from deferred maintenance / stale offerings	1 2 3 4 5 6 7	Making smart investments into our team and offerings, and reading lots of books
V	Vision: Mission & Values; Strategic & Exit Planning	We don't have a plan, no one knows what we stand for or where we're heading	1 2 3 4 5 6 7	Our team has a strong plan and we're on the same page with great communication
E	Execution: Technology, Systems & Efficiencies	We've got outdated technology, no processes, few systems, and a gummy operation	1 2 3 4 5 6 7	We have optimized processes, strong systems, dominant operations & technology
S	Sales & Marketing: Process Strategy & Systems	We are ineffective at influencing revenues through our sales and marketing activities.	1 2 3 4 5 6 7	Our sales and marketing teams can influence revenues at will, demand exceeds supply

Total points: _____



Notes

T

H

R

I

V

E

S

Total up your points and see where you land!

<15 Points: We've got some work to do! Chin up, better times ahead, let's get started! It's ok, and sometimes essential, to ask for help.

16-25 Points: Making progress, and starting to see the route to a successful business journey. Focus on the best next steps first!

26-35 Points: You're on the road to prosperity, and enjoying some of the fruits of your hard work. Stay focused!

35-45 Points: You're thriving! It's a great time to be thinking about the next chapters, and how to share your abundance.

46+ Points: Yeah, Right! Homework: Ask a teammate or a friend if you've got a distorted view of reality.

Full Name:

Business:

Email:

Phone:

Would you like to learn more about LoCo Think Tank?

- ☐ Yes! Please subscribe me to your email newsletter.
- ☐ Yes! I'd like to schedule a conversation to see if membership is right for me.
- ☐ No thanks, but I'll share your info with my biz owner buddies.