

## BUSINESS SKILLS REVIEW

Take a look at what your skill strengths and weaknesses are. After each skill, select the number that most closely matches your ability and/or comfort level. Then see where you have the most highs and lows.

Skills	Low	Medium	High
<b>Sales and Marketing</b>			
Advertising, promotion, public relations	1	2	3
Creating marketing plans	1	2	3
Creating marketing strategies	1	2	3
Advertising copywriting	1	2	3
Pricing	1	2	3
Packaging	1	2	3
Sales planning	1	2	3
Negotiating	1	2	3
Direct selling	1	2	3
Customer service	1	2	3
Tracking competitors	1	2	3
<b>Financial Planning and Accounting</b>			
Cash flow planning	1	2	3
Bank relationships	1	2	3
Managing credit lines	1	2	3
Bookkeeping	1	2	3
Billing, payables, receivables	1	2	3
Monthly profit and loss statements	1	2	3
Tax preparation	1	2	3

<b>Personnel</b>			
Hiring employees	1	2	3
Firing employees	1	2	3
Motivating employees	1	2	3
Scheduling	1	2	3
Payroll	1	2	3
Benefits administration	1	2	3
General management skills	1	2	3
<b>Communication</b>			
Oral presentation skills	1	2	3
Written communication skills	1	2	3
Computer skills	1	2	3
<b>Personal</b>			
Ability to establish goals	1	2	3
Ability to work long, hard hours	1	2	3
Ability to manage risk and stress	1	2	3
Ability to handle failure	1	2	3
Ability to work alone	1	2	3
Ability to manage others	1	2	3

## YOUR RESULTS

There are no right answers to know if you're cut out to be your own boss. But here are few guidelines:

- If you see a lot of 1s or 2s in a specific section, those are probably areas you need to work on before you should consider going into business for yourself.
- If you scored low in the Personal Skills section, you might want to think twice about being your own boss.
- Are you mostly 2s and 3s? Then it's time to go on to the next step and look at your options.