



**International Independent
Business University**

Business Arts Certificate Program

“Teaching Practical Advice that Works”

Know Thyself Evaluation

Whether you are a business owner or business advisor starting out in business or looking to improve an already established business, a major key to achieving that will begin with an honest appraisal of your strengths and weaknesses.

This evaluation will help identify skills you will need to acquire in order to become more proficient as you develop your visions, ideas, products and services to achieve an efficiently functioning and profitable business organization.

Enhancing your skill set will also help you project the self-confidence and business environment required to attract people outside the business to become long term customers/clients, as well as attracting and developing employees who will be inspired to work as if they owned the business. Confidence and knowledge are the cornerstones to build any successful business which will support your goals.

If you haven't yet identified the skills, attributes and talents you already have and more importantly the skills you need to learn or develop, how can you efficiently and accurately determine the target market for your products and services?

How will you be able to take advantage of opportunities which will help you develop and achieve a profitable business or consultancy practice? How will you be able to recruit key employees into your business and how will you retain them?

Assessing Yourself and Your Marketable Skills

Most consultants and business owners never go through the steps outlined in this self-assessment exercise. Doing so gives you a distinct competitive advantage.

To know yourself

– your strengths and your weaknesses – is to have a prescription for success.

The following exercise in the *Business Arts Certificate Program* is an important discipline designed to help you determine the direction you should take in your new business.

For maximum benefit, take all the time you need to thoroughly complete each stage. Be honest and candid with yourself. The material you are preparing is for your information and benefit only.

Many people open a business without ever doing a thorough, honest appraisal of their strengths and weaknesses. If you haven't identified your skills, attributes and talents, how can you determine your specialty areas and the target market? How are you able to package and sell your services and take advantage of opportunities? Without this awareness, you will not project the self-confidence necessary to operate your business.

SELF-ASSESSMENT

- 1. Summarize your own autobiography.** Review and detail all facets of your past, including work positions, projects you have done, education, credentials you have obtained, free time activities including hobbies and sports, family and personal relationships. Include all the work experiences performed during summers, weekends or holidays. Start with the most current time period and work backwards.
- 2. List all the areas of your special interest,** achievement, knowledge, personal satisfaction.
- 3. List all your skills,** that is, things that you can do. Skills are developed or acquired abilities, such as instructing, administering, researching and problem solving.
- 4. List all your talents.** Talents are a natural endowment, often a unique 'gift' or special, often creative, attribute. Frequently, a talent is a combination of skills. Think of any evaluations that may have been made about you or comments made by your friends, in which your talents were observed, for example.
- 5. List all the skills and attributes you lack** that you believe are necessary for your business.
- 6. List the skills and attributes you can improve,** related to being a consultant. Write down how that will happen and how long it will take. Prioritize.
- 7. Of the skills and attributes that you believe you cannot improve, state how that will affect your business choices,** if at all.
- 8. Speak to friends, relatives or family members** who know you well and whose judgment,

candor and goodwill you respect. Ask them to think about your strengths and weaknesses as they see them and prepare a list. Also, **ask others** to outline the skills, talents and attributes they believe you possess and those you lack.

9. **Update and modify** the personal inventories you previously prepared.
10. **Review your list of skills, talents and attributes** and provide specific examples where each trait was used that could have a marketing application in providing products and services.
11. **Prioritize the 10 activities** that give you the most pleasure and personal satisfaction. Outline how well you do these activities. Don't overestimate or underestimate your abilities.
12. **List the top 10 skills or talents**, starting with the most important, that you feel are basic to your business or practice.
13. Imagine the **type of markets** you would like to compete and write them down in detail and why you would like to participate in them. Then review your notes and identify the skills, talents and attributes required to successfully complete these markets.

Grade yourself for each item (14 to 29) on a scale of 1 to 10:

14. Good physical and mental health.
15. Professional etiquette and courtesy.
16. Stability of behavior.
17. Self-confidence.
18. Personal effectiveness and drive: that is, responsibility, vigor, initiative, resourcefulness and persistence.
19. Integrity, the quality that engenders trust.
20. Independence. The successful consultant must be self-reliant and not conform to the opinions of others.
21. The successful consultant must be able to form judgments in the areas of his or her competence and experience.

22. Intellectual competence.
23. Good judgment: the faculty of sound appraisal with complete objectivity.
24. Creative imagination: the ability to see the situation with a fresh perspective.
25. Strong analytical or problem-solving ability: the ability to analyze, assemble, sort, balance and evaluate the basic factors of problem situations of different degrees of complexity.
26. Ability to communicate and persuade, with above-average facility, in oral, written and graphic formats.
27. Encompassing knowledge of the business, recognizing lack of skill where it exists and seeking to acquire that skill or employing people with that skill.
28. Skill in interpersonal relationships will:
- gain the trust and respect of client personnel,
 - enlist client participation in the solution of problems,
 - apply the principles and techniques of change and transfer knowledge to client personnel,
 - show a receptiveness to new information or points of view expressed by others and an orientation toward the 'people' aspect of problems.
29. Technical knowledge. An all- encompassing knowledge of the business, recognizing lack of skill where it exists and seeking to acquire that skill or employing people with that skill.

Finally, imagine your personal life in the future.

30. In what direction are you currently headed with your family and career:
- socially?
 - financially?
 - spiritually?
 - personally?
31. What effect would your own business have on your existing lifestyle?

32. Would the long hours and pressure of the first 6 to 12 months create strains in the family?
33. Are you interested in marketing your abilities locally, regionally, nationally, internationally?
34. What effect will these decisions have on you and the people in your life?
35. Think of all the business opportunities that might be available to you.

Successful business people sell themselves as people who have solutions to problems or needs, so look for problems or need situations. Focus only on existing or potential problem or need situations that relate to your area of interest and business expertise.

*Note any further points for consideration and discussion with IIBU
Counsellor:*



International Independent Business University

We provide relevant academic content focused around practical training required to cope with the 'real-life' situations faced in the key areas of concern by Small Business owners and professional advisors.

The IIBU - Business Arts Certificate Program (BACP) is designed for Business Owners and/or Advisors who want to learn these new skills in order to develop and grow their businesses while effectively supporting their clients.

There are 63 modules written by professional IIB Associates who have both the academic and consulting credentials within the relevant business skills area. We have designated these IIBU content contributors as "Modulators". They are listed within this web site.

These modules are organized into 7 key skill areas:

Skill Area 1 - BUSINESS PLANNING

Skill Area 2 - ACCOUNTING & FINANCE

Skill Area 3 - SALES & MARKETING

Skill Area 4 – OPERATIONS

Skill Area 5 - MANAGING PEOPLE

Skill Area 6 –MANAGEMENT & USE of TECHNOLOGY

Skill Area 7 - EXITING A BUSINESS

Modules may be taken individually. When 4 modules are successfully completed within a specific skill area the student will earn a "Business Arts Certificate" (BA-C). There is no limit to the number of Business Arts Certificates which can be earned.

Go to: <http://www.iibu.org> for more information.