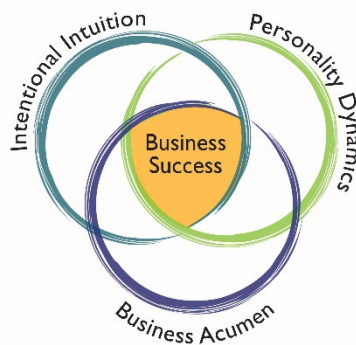


Self-reflective Business Success Scorecard

Gifted to you by Susan Rueppel, Ph.D., Destiny Doula, *WINTuition*[®]

In business, as with many things, the more clearly you perceive it, the easier you can achieve it. This Scorecard is to support you in being inspired and in focused action to make the positive impact in the world you are here to make with your business, and because *“The only measure of what you believe is what you do.” Ashley Montagu*

The focus areas and questions in this business success scorecard were developed based on over 5,000 hours of Intuitive Business Strategy Consultations, Personality Dynamics Consultations, and Activate Your Success Body Consultations/Healings. They reflect the areas clients have affirmed as critical to their success. I’ve repeatedly seen (and experienced myself) that business success relies on what I call the Trifecta: an integration of business acumen, intentional intuition and personality dynamics.



When to use this Self-reflective Business Scorecard

I recommend you revisit this Self-reflective Business Scorecard at least quarterly to gain regular awareness of your current and evolving progress and goals in present time.

Sections / Areas of Focus

Your scorecard is divided into the following sections:

1. The Big Picture
2. Business Finances
3. Personality Dynamics
4. Speaking
5. Intuition & Energy
6. Summary Reflections

Self-Scoring and Reflection

Reflect on each focus area and rate yourself on a scale from:

1 = I’m not thinking about this area, nor am I BEING or DOING anything about it, to

10 = This is an integrated part of my conscious awareness and is a consistent part of WHO I AM BEING and WHAT I AM DOING in my business.

Then, for each focus area reflect upon and record WHO I CAN BE and WHAT I CAN DO to evolve in this area.

Tips

Use whole-brain thinking when using this Scorecard – Tune in and listen to the Innate Intelligence of your business and integrate your intuition with your intellect. If you read a topic and think or feel “I’ll just skip this one.” that probably means it’s especially important for you to pause, ponder and proceed with answering it (☺).

Resources

You will find resources I’ve developed in the Resources section for many of the focus areas. Find them at WINTuition.com/resources

The Big Picture (BP)

How I define business success for myself:

(My example: Clients get inspiration and clarity on how to fulfill their business dreams and goals. And clients learn to use their intuition intentionally as a powerful resource in business and in life.)

How I define business fulfillment for myself:

(My example: Clients take action and make inspired progress on their business dreams and goals.)

BP1	Focus	Score_____	I have a clear, succinct and compelling written vision statement (my WHY) that I revisit regularly and update as needed
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
BP2	Focus	Score_____	I have a clear, succinct and compelling written mission statement (WHO I serve and HOW I serve them) that I revisit regularly and update as needed
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
BP3	Focus	Score_____	I still believe in, am inspired and excited about how I want to make a positive impact in the world; and my vision, mission, goals and strategy are the foundation for all my business decisions and actions
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
BP4	Focus	Score_____	I know that DONE is better than PERFECT, so I design and implement, then upgrade along the way (instead of waiting until it's perfect)
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	The Perfectionist Archetype – shadow and light aspects
BP5	Focus	Score_____	Passion in action - I am consistently in action on my business plan and the strategies and tactics to monetize and evolve my business (Get 'er done!) while minimizing distractions, rabbit holes, and bright shiny objects
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
BP6	Focus	Score_____	I am committed to - and actively engaged in - my business mastery, including evolving my offerings themselves as well as the running of my business
		Be	Who can I BE to evolve in this area?

		Do	What can I DO to evolve in this area?
BP7	Focus	Score_____	Connecting and Communicating - I am comfortable introducing myself and my business (answering the question “What do you do?”) with clarity and certainty, focusing primarily on the results / benefits, so people say “Tell me more”
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
BP8	Focus	Score_____	In my desire for ongoing learning and business development, any webinars, training or certifications I consider and choose to take align with, and support, my specific business mission and goals and are within my business expense budget
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
BP9	Focus	Score_____	I have high self-esteem which makes me feel good about myself and gives me confidence in my abilities, my personal worth, the value of my offerings, and positively influences my ability to make optimal choices and decisions
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
BP10	Focus	Score_____	I intentionally and strategically engage support resources for myself and my business with some combination of a coach, being in a mastermind group of business peers, and having an accountability buddy
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resources	Mastermind Group Template Sample Accountability (Success) Buddy Calls Template
BP11	Focus	Score_____	I have foundational business systems, tools and processes in place to capture contact information for my ideal target market / my community, and I stay connected and engaged with them (e.g. web site contacts capture, database, newsletter, etc.)
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
Business Finances (BF)			
BF1	Focus	Score_____	I keep the majority of my focus, time and attention on revenue generating activities such as development, marketing and delivery of my profitable offerings

		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
BF2	Focus	Score_____	I know and track how much money I need/want to generate in my business (including how many of each of my offerings I need to sell to make that amount), because I know and track my personal lifestyle expenses
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	Annual Business Revenue Projections Spreadsheet Template
BF3	Focus	Score_____	I review and update my financial numbers at least monthly including projected and actual revenue, and projected and actual expenses
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	Annual Business Expenses Spreadsheet Template
BF4	Focus	Score_____	I comfortably charge fees that reflect what I and my offerings are worth. I revisit my fee structure at least annually and adjust accordingly. I do not presume to know what people can or cannot afford. I do not charge on a sliding scale. If I decide to provide some free services as an aspect of my philanthropy, I have clear guidelines around how much/many (e.g. 1 complimentary session a month)
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
Personality Dynamics (PD) – Understanding Yourself and Others			
PD1	Focus	Score_____	I know my personality color genius zone and use that knowledge to choose to do, delegate or delete
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resources	Personality Color Indicator web site Personality Color books by Carol Ritberger 4 Personality Colors Quick Reference Guide Stress and Balance by Personality Type Love Relationships – What Each Personality Color Needs (Bonus!) Arc of Creation by Personality Type Genius Zone Correlation of the Personality Color Indicator, Myers Briggs & Enneagram
PD2	Focus	Score_____	I use my understanding of personality dynamics to communicate with people in ways that put them in their comfort zone (visual, kinesthetic, auditory)
		Be	Who can I BE to evolve in this area?

		Do	What can I DO to evolve in this area?
		Resource	4 Color Quick Reference Guide - Learning Styles by Personality Color
PD3	Focus	Score_____	I know the predominant personality type(s) of my ideal target market and I design, market and deliver my offerings specifically to their personality type needs and desires
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	Enrollment Conversations by Personality Color – Why They Buy Money by Personality Type Meetings by Personality Type
PD4	Focus	Score_____	When looking for and engaging my team (hiring employees, subcontractors, V.A., partners or collaborators) I look for an alignment of their personality type with the job role, and I consciously look for people for my team that are a different personality type genius zone than me
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
Speaking – In-person and Virtual (S)			
S1	Focus	Score_____	I start with the end in mind when developing my speaking topics – they are directly related to my fee-based offerings and the actions I want my audience to take
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
S2	Focus	Score_____	I am just as comfortable making my fee-based offer(s) at the end of my presentation as I am in delivering my content
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
S3	Focus	Score_____	I am selective about the groups I speak for, learning enough about the group to ensure that they are my ideal target market, customizing my presentation for that particular audience, and I request a longer speaking duration and for permission to make a brief offer at the end of my presentation
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
S4	Focus	Score_____	I am prepared to approach an organization to be their speaker, or readily respond to requests because I have already prepared for instant

			emailing: my speaker one-sheet, speaker bio, headshot, and description of my topic with bulleted takeaways
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	See samples at WINTuition.com/Speaking
S5	Focus	Score_____	I have an effective process to capture contact information at my speaking engagements and a follow up process that I use to contact people within 2 days of the event
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
Intuition & Energy (IE)			
IE1	Focus	Score_____	I know and regularly utilize my highest intuition sense (visual, kinesthetic, auditory and knowing) and work to evolve it as well as my other intuitive senses
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resources	InnerAccess101 Intuition Training Courses web site Intuition Quotient Quiz The Intuitive Business Day Books on Intuition (Business, medical and general) eBook Intuition – Your Guide to Optimal Steps for Business Success Sample Progress Areas when engaging intuition in business
IE2	Focus	Score_____	I make time to tune into the Innate Intelligence of my business and listen, trust and act on what it tells me
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resources	
IE3	Focus	Score_____	I Integrate my intuition with my intellect in all business activities for making optimal decisions and taking action
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	
E4	Focus	Score_____	I regularly tune in to the Innate Intelligence of my ideal target market to understand how they want my offerings designed, communicated, and delivered and implement or upgrade my offerings accordingly
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?

IE5	Focus	Score_____	I have healthy energy boundaries. When feeling not at my best I check in to see if I have taken on other people’s energy, and if so I release it and consciously bring in the energies I desire for myself
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	Identify and Release Other People’s Energy Process
IE6	Focus	Score_____	When I feel stuck, blocked, challenged or in physical pain I pause and observe where in my body it resides, what color it is, what it feels like, what words describe it, and what it has to tell me
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	Body silhouette diagram
IE7	Focus	Score_____	I regularly use the healthy energy tool of Release and Reset when feeling stuck, challenged, or frustrated with relationships or circumstances
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	Release What’s Not Serving You and Reset Your Energy Process
IE8	Focus	Score_____	I regularly use the healthy energy management tool of Resetting My Energy as a regular part of my intuitive business day including prior to networking, speaking engagements, client meetings, etc.
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resources	Release What’s Not Serving You and Reset Your Energy Process
IE9	Focus	Score_____	I regularly use the healthy energy management tool of Calling My Energy Back to Present Time (from the past) as needed, especially when feeling stuck, challenged, or frustrated with relationships or circumstances
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resource	Call Your Energy Back to Present Time Process
IE10	Focus	Score_____	I check in regularly with the activation level (percent active) of each of my 7 primary chakras in my body and further activate those that need it to raise the vibrational frequency of myself and my business
		Be	Who can I BE to evolve in this area?
		Do	What can I DO to evolve in this area?
		Resources	7 Chakras Diagram

			Creating Business Through the Chakras Activation Scorecard Business Challenges by Chakra Success Body Activation Sample Progress Areas
Summary (SM)			
SM1	My biggest AHAs from my Scorecard reflections are:		
SM2	Overall, who will I BE to be more successful and fulfilled in my business:		
SM3	Overall, what will I DO to be more successful and fulfilled in my business:		
SM4	Based on my insights above, what are the first 5 inspired actions I am going to take?		
		Action	By when?
	1		
	2		
	3		
	4		
	5		
SM5	Other musings:		

