



Self-Assessment

Please rate the following on a scale of 1 (needs serious improvement) to 10 (excellent)

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|---|---|---|---|---|---|---|---|---|---|----|
| 1. The degree to which you have clear business development goals, strategies, and a sense of direction. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. The extent to which you have the time necessary to pursue business development opportunities. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. Your ability to turn networking into an effective, meaningful use of time. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Your ability to articulate what you do in a memorable, compelling way such that it distinguishes you from competitors. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. The quality and caliber of your professional network. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6. The degree to which you are proactively capitalizing on the potential opportunities in your network. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 7. The frequency of opportunities you have to "pitch" your services to a prospective client. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 8. Your ability to persuade a prospective client to hire you over a competitor. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 9. The degree to which you believe social media presence and profile is assisting your business development objectives. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |