

Scorecard on Strengths of a Business

- What unique skills, knowledge, or experience do my team members bring?
- How engaged and motivated is my team, and does that reflect in our work quality?
- What proprietary technologies, products, or intellectual property set my business apart?
- Do I own any patents, technologies, or processes others cannot easily replicate?
- Does my business offer unique or hard-to-find products that attract customers?
- How well-known is my brand, and what does my reputation look like?
- What words or qualities do my customers associate with my brand?
- Have I built a positive reputation that attracts new clients or partnerships?
- What financial strengths does my business have, and how do they support growth?
- Do I have steady cash flow, low debt, or strong investment capabilities?
- Am I able to reinvest profits into the business to improve or expand?
- What recent successes or achievements demonstrate my business's strengths?
- Have I hit major milestones, received awards, or been recognized in my industry?
- How did my team respond to challenges or new opportunities this year?
- How adaptable is my business to changes in the market?
- Have I successfully adjusted to new trends or technologies?
- Does my business quickly respond to customer demands or market shifts?
- How closely aligned is my business strategy with my strengths?
- Am I capitalizing on what we do best in my current strategy?
- Do I focus on my strongest assets to build a competitive advantage?
- What makes my business better or different from my competitors?

- Can I name specific reasons customers would choose my business over others?
- Are there areas where I outperform the competition due to our unique strengths?