

GAIL ZELITZKY

(You're In Business...I'm Your Coach!)

SOAR for Success™

[Assessment]

SOAR for Success™

Your business is a continuously evolving enterprise. Every stage brings with it new challenges and opportunities. Gail Zelitzky [You're in Business...I'm Your Coach], has developed a success formula over 30 years, working in 50 different industries with business owners in all stages of development, that, when applied properly, will start bringing you results within 180 days. The components discussed below are presented for you to consider where you are in creating your own success. They will prompt you to think about yourself and your business. For the SOAR for Success™ to work you have to stamp your unique brand on your company and align your personal needs with your business. *It is a journey I'd love to take with you.*

SOAR

Strategy

Why are you in business? Do you have a written business plan that is SMART? Will it tell you how to get where you are going and what steps to take on the way there? What is your personal mission and vision for your life and your company? Infra-Structure? The strength of your business is only as solid as its foundation. Is it built for innovation and long-term sustainability? How much thought have you given to the culture, environment, personalities and types of people you will hire to work for you? What positions are needed to insure that operations are smooth? What plans do you have to replace yourself in each role so you can manage the growth of your company? What roles do technology, equipment, process, for example, play in developing your business. And, how will you finance it all?

Sales

The lifeblood of your business is Sales. Are you clear on what you sell and who buys it? Are you selling what people want to buy and at the price they are willing to pay? Where are they? Is what you sell the right product or service for the market you are targeting? Are you speaking their language? Do you really ThinkSales™? Is your message consistent throughout your company? How do you train your sales force to ThinkSales™ the company way? Do you know that every single person who works for you, is a 1099 or is outsourced, is a member of your sales team?

Service

How well does your external service align with your internal operations? Have you thought about the importance of everyone who works for you being on the same page so that service is consistent throughout – your internal folks deliver on what your sales folks promise? Who trains your people and insures that marketing, sales and operations are all on the same page? Service is tied up in your brand and can make you or break you.

SOAR

Operations

Closely allied to infra-Structure, the operation of your company depends on what your business model is. While structure defines the parameters, operations are what make it work. All parts of your business need to be united under a common mission in order to achieve your goals.

Opportunity

Business success lies in your ability to see the opportunities in front of you. Not everyone does or, even has, the capacity to understand trends or envision the future. This is where a creative coach comes in – someone who is not mired in the everyday aspects of your business; someone who sees the cup half full, not half empty; someone who aggressively Thinks Sales and operates from vision, with the experience to know where to turn and when, and is free to think about what is most important now. Opportunities come in all sizes and shapes. Will you know when the next one comes your way?

SOAR

Action

You can have the most beautiful plans in the world but if you do not take the first step nothing is what happens. If you are stuck you can start to SOAR in 180 days by focusing attention on the right activities and knowing which ones they are. You may already have a business that is growing now but if you do not effectively plan how to continue that growth, you may not be able to maintain it. There is a huge difference between positive action and busyness. Ask yourself if you have planned all contingencies and are steering the train on the right track.

Articulation

When I talk about articulation I am really thinking about what type of leader you are. How well do you communicate your vision and value and market yourself and your business, both internally and externally? Branding is a key ingredient to your success. Whether you like it or not, you are the ultimate spokesperson for your business. However, everyone who works for you also sends a message about your company. Is it the message you want sent? Does everyone in your company brand themselves in accordance with the identity you want the company to have? Are you training them to speak the message you want publicly spoken? Do they physically represent you as you want to be seen?

Ambition

You can have all the dreams in the world but without ambition to drive them your dreams will never be fulfilled. If your dreams are not coming true perhaps they are the wrong dreams. Passion is a major ingredient for success. If you are not motivated to action every single day ask yourself why. If you do not awaken each morning ready to take on the world, ask yourself why. You may need to realign your goals with your passion. My goal is to help you achieve the results you desire for yourself and your business and find them if they are lost.

Attitude

Are you someone people like to be with and work for? Do you take time to understand your employees and colleagues and meet them where they are at? Attitude is a success attribute. It aids you in building community and enrichment into your life and the lives of others. If people do not respond to you as you would hope, take action now to ask yourself what you need to do to change that. It may just change your life.

SOAR

Results

When I say 180 days, that is what I mean. If you are serious about growing your dream and your business, you will see results within 6 months. By the end of the year you will be on solid ground and sailing. This Formula works. We start off strong and keep right on moving. If after 90 days you are not seeing progress, our Agreement is canceled. If you do your work, I can do mine. More than anything I want to see you SOAR! By changing your perspective you will change your life.

Relationships

Business is built on relationships. Are you an effective networker? Do you enjoy networking? Do you 'give to get' or 'give to live'? Do you give the most you can to the associations and organizations you join? Do you even understand what "the most" should be? Building relationships is the single most valuable thing you can do to SOAR and grow your business. Even in our technological world, there are 4 reasons to network: 1) direct business; 2) referrals and affiliations; 3) resources, and 4) long-term relationships. Sincerely providing resources and referrals to others will result in more resources and referrals to you. Ask yourself, "How many people are helping me grow my business?" If you don't like the answer start thinking about how you can change yourself now.

Resilience

I pity the poor business owner who has none! A life of misery will be the result. Life throws us curves (positive and negative) and only the most resilient among us will thrive. If your business is throwing you curves, perhaps you need a coach to guide you onto a straight path. The smartest business owners hire coaches with whom they can brainstorm, feel free to throw out ideas and flesh out strategies. It does take a 'village' to grow a business. Ask yourself who is on your team? Who do you turn to for advice beyond your accountant and your attorney? Informal advisers, along with professionals, considerably help speed your climb to the top. And, they are there when the going gets rough.

Now that you have a sense of how I think and what the SOAR for Success™ means, take the simple Assessment below and measure where you are. If you think you could benefit from working with a business coach, whose multi-million dollar companies and vibrant life speak to the success she has achieved for herself, see if my brand of coaching is right for you.

Call me at **773-957-8582**, or send me an email at **Gail@GailZelitzky.com** and *let's talk!*

ASSESSMENT

Check all the boxes that are true for what you actually do. Be honest.
Then count the total checked from each area and enter that number at the end.

Strategy:

- I have a written 3-5 year business plan.
- I review my business plan yearly and adjust for change.
- I determine what is working and what is not.
- I set goals quarterly.
- I review my goals monthly.
- I know where my business is going.
- I have a brainstorming team.
- I have an advisory team of professionals.
- I am current on trends in my industry.
- I am confident I am headed in the right direction.

Total Checked: _____

Operations:

- My organizational chart is clear.
- Technology is in place.
- I know what the structure of my business needs to look like.
- My marketing plan is working – sales are growing according to plan.
- I review a cash flow statement monthly.
- I understand all the numbers on my financial statements and receive monthly reports for profit and loss, A/R, A/P.
- I use dashboards to track the most relevant numbers.
- I have systems in place to invoice clients and collect funds timely.
- I pay my bills on time and take advantage of discounts.
- I know who I need to hire next.

Total Checked: _____

ASSESSMENT

Check all the boxes that are true for what you actually do. Be honest.
Then count the total checked from each area and enter that number at the end.

Action:

- I know what I need to do everyday.
- My daily goals are clear and I act on them.
- I have time to complete the necessary work each day.
- My staff knows what they need to do everyday.
- I have time to coach my employees.
- My staff is empowered to make decisions.
- I know what it takes to be a solid leader.
- I am the spokesperson for my company.
- I make adjustments early enough to avoid disaster.
- I have a positive attitude and am easy to work with.

Total Checked: _____

Results:

- My business continues to grow every year.
- I meet or exceed my goals.
- I am considered an expert in my industry.
- I am active in my association and attend conferences.
- I am satisfied with my progress.
- My life is balanced and fulfilled.
- I am emotionally intelligent.
- My employees stay with me – turnover is rare.
- I am passionate about my work.
- I am passionate about my life.

Total Checked: _____

GRAND TOTAL: _____

RESULTS:

31-40

Congratulations. You are doing many things right. If you do not already have a business coach you may find adding one will move you ahead even faster. Let's talk!

16-30

You are doing many things right. Brainstorming with a business coach could catapult you further faster. Call to see if my brand of coaching can work for you.

0-15

You need help. Don't think you can't afford a business coach. You can't afford not to get one. Free advice is better than none if you find the right sources. Call me, I can help.

Change Your Perspective & Change Your Life

Gail Zelizky

[You're In Business...I'm Your Coach!]