

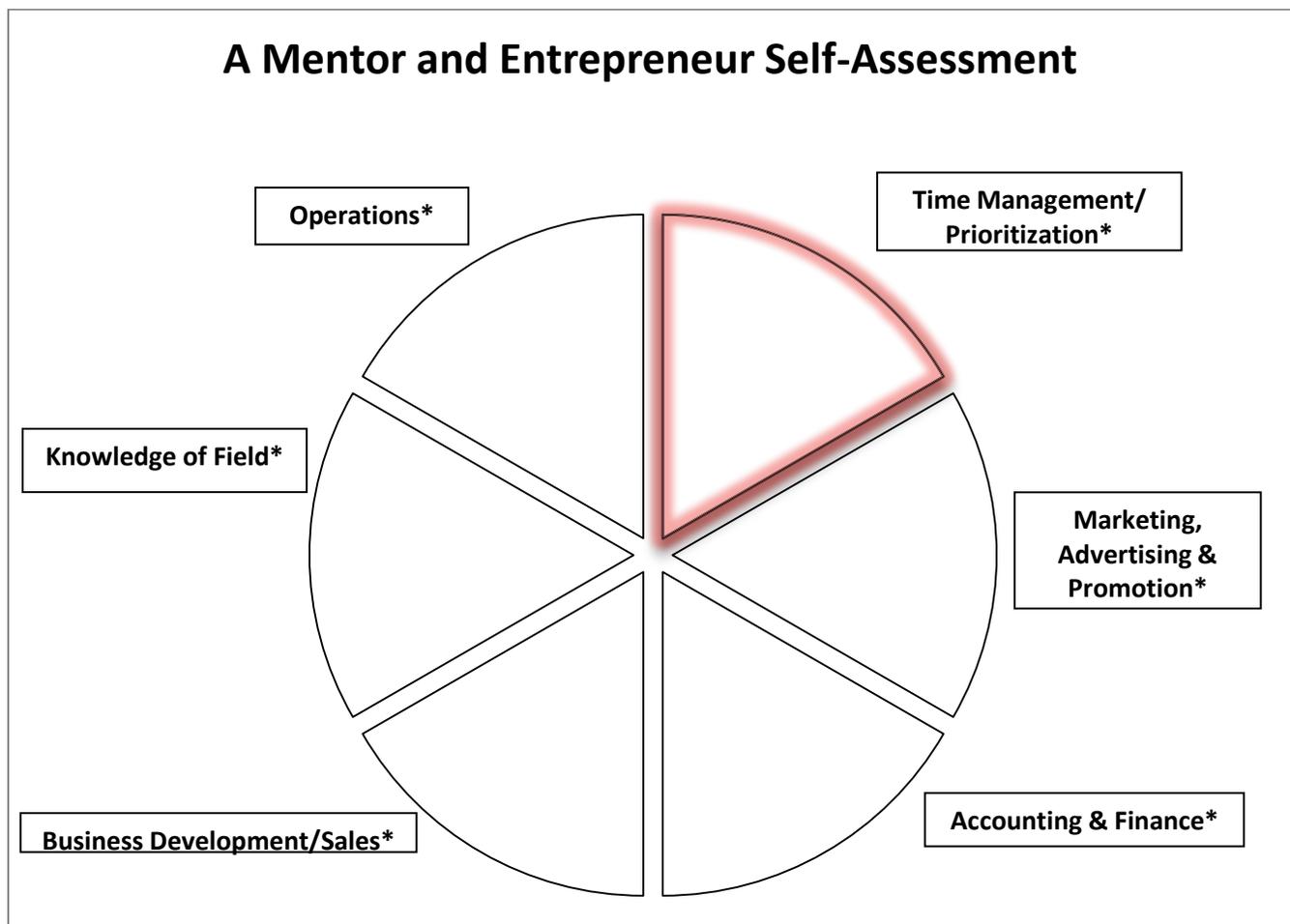


CYBF Mentor and Entrepreneur Self-Assessment Tool*

This tool is designed to help both entrepreneur and mentor learn about one another's self-perception in each of the areas listed below. Complete this self-assessment independently and share results at your next mentoring meeting.

How to Use this Self-Assessment

Rate yourself based on your knowledge and comfort level with execution in each of the areas below on a scale of 0 to 10 where 10 is "I'm an expert" and "0" is "I have no experience/knowledge in this area". The centre of the circle represents 0 and the circumference of the circle represents 10. Shade in each segment of the circle based on your rating.



Consider starting the conversation by highlighting the areas rated highly. Explain why you chose those ratings. Move on to your areas for improvement: explain why you chose those ratings, and identify what you may need to do to improve in those areas. Below are some questions to facilitate conversation:

- Why did you rate yourself a ___ in that skill?
- I notice you rated yourself highly in _____. What experiences have helped you refine this skill?
- What challenges are you experiencing that prompted the low rating in _____ skills?



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*Glossary of Terms

- 1) ***Operations:** the process for order/service fulfillment. Includes building a team, legal issues, customer relationship management etc.
- 2) ***Knowledge of Field:** knowledge of specific product and/or service and the industry; includes market research and industry contacts
- 3) ***Business Development:** includes building strategic partnerships
Sales: process and follow-through once leads are identified (includes sales cycle; sales skills etc.)
- 4) ***Marketing, Advertising & Promotion:** the measures in place to reach potential customers and influence their buying decision. For example: message/compelling value; marketing strategy; marketing activities; marketing tools and supporting materials; pricing strategy; networking skills.
- 5) ***Accounting & Finance:** ability to understand and make decisions based on the business' records of financial performance. Includes: cash flow management; income statement; balance sheet; sales projections etc.
- 6) ***Time Management/Prioritization: this is one of the most important areas to consider**
Questions for consideration:
 - a) Outside of the business, what are your life priorities?
 - b) What energizes you? What motivates you?
 - c) Big picture & next steps: now that you have a better understanding of perceived strengths and areas for improvement, work together to identify which area in the entrepreneur's business requires the most attention in the short term. List three to five action items for next steps in that area.
 - d) Do the action items from c) above align with the entrepreneur's Development Plan?