

Understanding Your Business Strengths Exercise

The Personal Business Strengths profile is a self-assessment tool designed to enable you to better understand your strengths, by reflecting back a profile via the answers given. The tool is particularly valuable if used as part of personal development/career conversation.

Area	Questions	Personal Reflections
1. My hobbies and interests, clubs, voluntary work...	What subjects interest me? What do I know about?	
2. My career industry experience	What industries and market sectors do I know? What contacts do I have that will help me extend my business knowledge and personal profile?	
3. Do any industries/sectors particularly interest me?	For example: energy, food and drink, marketing, automotive, infrastructure, construction, retail, finance, leisure/sport, medical/health, armed forces, utilities, property, travel, public services, government, technology, education ...	
4. Career business dealings and relationships experience	What level can I operate at (the level of person I'm dealing with: Manager, middle-manager, executive, director, CEO?)	
5. Career business scale experience	What business size (£/\$ can I handle? 10k,100k,1m,10m,100m,1bn?Employees: 10's,100's,1,000's or10,000's?	
6. Financial understanding	Do I understand: sales revenues, costs, gross margin, contribution, profit? The P&L a/c, balance sheet, cashflow?	
7. My know-how, education and qualifications	What subjects do I know well technically, and/or have a professional qualification?	
8. My expertise and strengths	What do I bring to the organisation/ what strengths do I personally contribute (strategic thinking, influencing, ideas, analysis ...)	
<p>Questions 1-8 indicate the type of business focus that will best suit your skills, knowledge and experience. Summarise key headlines here and consider any priority development areas.</p>		

'Making a positive difference to everyone we connect with'

Area	Questions	Personal Reflections
9. My personal effectiveness	What am I best at (in order, best first): relationships with people, working to a process, getting details right, getting results regardless?	
10. My communicating style	How do I prefer to communicate? Face to face, in writing, on the phone? One to one, to small numbers, to a large group?	
11. The function I identify with...	... Sales, Marketing, IT, HR, Finance, Operations, Production, Technical, R&D, the CEO ...	
12. What makes me feel energised?	Anything... name it...	
13. Am I reactive or proactive?	There's no right or wrong answer...	
14. Am I starter or a finisher?	There's no right or wrong answer...	
15. Team-working style	Do I tend to tell, sell, participate or do my own thing?	
16. What I want most in my career	To make a difference, earn X salary, lead others, create products ... what legacy do you want to leave behind	
<p>Questions 9-16 highlights your working style and preferences, and provides pointers for exploring and/or discussing personal development, style, career path and possible conflict issues. Summarise key headlines here and consider any priority development areas.</p>		