



CULTIVEREN

BUSINESS STRATEGY QUESTIONNAIRE



Hello!

I am Katie Kuperus, and I am excited to collaborate and strategize with you as you invest in the growth of your business!



About me

I am passionate about entrepreneurship, and about businesses and their impact on communities. Throughout my career I have had the privilege of working with executives across business functions to develop strategies, provide transparency and drive accountability to achieve results. After 20 years in professional services, I am excited to share my knowledge of strategic planning, leadership alignment and operational execution to assist entrepreneurs and business leaders as they establish and mature foundational disciplines from which to grow and scale their business.

Enclosed is a questionnaire designed to understand where your business strategy is today and identify areas to further define your strategy to drive business growth.

Whether you've been in business for less than one week, more than forty years, or anywhere in between - we all have an opportunity to grow. As such, this is not intended to be scientific exercise that will provide you with a score. It is intended to be a method of providing awareness and identifying potential areas to focus your time and effort.

Whether you are a solopreneur or lead a business with many employees, there is value in making the strategic choices and establishing your unique way of doing business.

I'm so glad you're here and I look forward to cultivating growth together!

All my best,

Katie K.



BUSINESS STRATEGY QUESTIONNAIRE

Responses range from no, not really defined to yes, fully defined. Circle a number that best indicates where your business is today in each area.

- 01 I can articulate my "why", the purpose and the mission of my business
- 02 Core values are defined and understood by my team, and they guide business decisions
- 03 My business has clear aspirations that have been communicated to my team
- 04 I know who my customer or client is and how to reach them
- 05 I understand my customer or client's needs (e.g., desires, opportunities, challenges)
- 06 My business has a focused set services or products that respond to customer or client needs
- 07 I have designed my business' unique way of doing business to differentiate it in the market
- 08 I have the right team in place, with the right skills and cultural fit
- 09 Core business processes are understood, documented, and communicated to my team
- 10 The right tools and technology are in place to operate the business and best serve customers
- 11 My business' organizational structure and accountabilities within each role are well defined
- 12 I have established a cadence and agenda for regularly meeting with my team
- 13 My business has defined measures and a system to monitor progress and make decisions
- 14 My team has clear accountabilities and commitments to achieve results
- 15 I have a set rhythm for connecting with and listening to my team

NO, NOT REALLY

YES, FULLY

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Statements are written from an individual entrepreneur perspective, so if you have a partner or partners just replace I and my with we and our.





I am so grateful you've invested the time to understand where your business strategy is today. Did your responses indicate areas of your strategy are not really defined, fully defined, or somewhere in between? No matter where you are, I hope this awareness provides potential areas of focus to further your strategy and grow your business.

Grow from where you are!

Would you like to learn more? Do you have questions about how to respond to certain statements, the value of maturing your business in any of these areas, or how to do so? Let's connect! Click the button below to schedule a complimentary consultation.

SCHEDULE A CONSULT

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