Business Readiness & Growth Self-Assessment

For Financial Advisors & Advisory Practices

This self-assessment helps you step back and view your practice through the lens of a business owner. Rate where your business stands today across five key areas and identify opportunities to build a more scalable, valuable, and resilient business.

Demographic Information

Help us get to know you and your business. This background helps tailor insights to your unique goals and challenges.

1. Your name

Enter your answer: ____

2. Your title or role (provide more than one descriptor if appropriate, e.g. Advisor, Principal, Partner, Operations Team Member)

Enter your answer: ____

3. Business name

Enter your answer: ____

Assessing Your Business

For the following questions, please rate how true each statement is for your business today.

Score	Meaning
5	Excellent -- Fully in place, consistently used and effective
4	Good -- Mostly in place and working well
3	Fair -- Partially in place but inconsistent or incomplete
2	Poor -- Not yet in place or needs significant work
1	Not applicable -- Not relevant to my business

1. Business Growth & Planning

Create a roadmap for growth that aligns your ambitions with execution. Develop concrete plans to build a scalable, valuable business that brings your vision to life.

Statement	5	4	3	2	1
Your long-term business vision is clearly defined.	○	○	○	○	○
You have documented 1-year, 3-year, and longer-term business goals.	○	○	○	○	○
You have a written annual business plan.	○	○	○	○	○
Your business plan includes specific financial objectives and growth targets.	○	○	○	○	○
Your business plan identifies key priorities, timelines, owners, and next steps.	○	○	○	○	○
You regularly review and update your plan based on business performance.	○	○	○	○	○
You use your plan to guide decisions, investments, and daily actions.	○	○	○	○	○
You understand which client segments, services, or markets offer the greatest growth opportunity.	○	○	○	○	○
Your business model can scale without increasing dependency on you personally.	○	○	○	○	○
You have clearly defined what a more valuable business looks like for you.	○	○	○	○	○

1. Business Growth & Planning Score: _____ /50

2. Brand & Marketing

Build a strong brand that reinforces your value to your ideal clients. Heighten your visibility and client engagement in ways that generate trust, loyalty, and long-term growth.

Statement	5	4	3	2	1
You have clearly defined your ideal client profile(s).	○	○	○	○	○
You understand the needs, goals, and pain points of your ideal clients.	○	○	○	○	○
Your brand clearly communicates the value you provide.	○	○	○	○	○
Your brand, including your messaging, is consistent across your website, social media, client communications, and other marketing.	○	○	○	○	○
You have a strong and recognizable brand in your market.	○	○	○	○	○
You have an annual marketing plan.	○	○	○	○	○
You have a strong website that is current and reflects your positioning.	○	○	○	○	○
You have an effective social media/digital presence with trackable results.	○	○	○	○	○
You regularly build visibility through content, events, referrals, centres of influence, and/or thought leadership.	○	○	○	○	○
You track which marketing and business development activities generate meaningful results.	○	○	○	○	○

2. Brand & Marketing Score: _____ /50

3. Emergency Planning & Succession

Protect the value of your business against the unexpected while planning for a smooth transition. Achieve a thoughtful succession that ensures continuity for clients, confidence for your team, and legacy for you.

Statement	5	4	3	2	1
You have a documented emergency plan in the event of unexpected illness, absence, disability, or death.	○	○	○	○	○
Someone trusted knows how to access critical business information if needed.	○	○	○	○	○
Key client, carrier, dealer, compliance, operational, and financial information is organized and accessible.	○	○	○	○	○
You have identified who would step in to support clients and operations during an emergency.	○	○	○	○	○
Your team has a critical incident response plan and knows how to deploy it in an emergency situation.	○	○	○	○	○
You have considered succession options such as internal transition, sale, merger, partnership, or external successor.	○	○	○	○	○
You have identified a preferred succession path.	○	○	○	○	○
Your succession plan considers timing, business value, clients, staff, family, and legacy.	○	○	○	○	○
You have taken steps to make the business transferable and less dependent on you.	○	○	○	○	○
You review emergency and succession plans regularly.	○	○	○	○	○

3. Emergency Planning & Succession Score: _____ /50

4. Talent & People Structures

Build the right team, in the right roles, with clear accountability and incentives. Create strong people structures that increase capacity, resilience, and leadership depth as your practice grows.

Statement	5	4	3	2	1
Roles are clearly defined, including your own role.	○	○	○	○	○
Responsibilities and decision-making authority are clearly understood.	○	○	○	○	○
Expectations and accountability for each role are documented and measured.	○	○	○	○	○
Employees receive regular feedback on their performance and effectiveness.	○	○	○	○	○
Staff are reliable and effective in their roles.	○	○	○	○	○
You have the right people in the right roles for the business today.	○	○	○	○	○
You have identified future talent or capacity needs required for growth.	○	○	○	○	○
Compensation, incentives, and recognition are aligned with business priorities.	○	○	○	○	○
Non-core tasks or roles are delegated, automated, or outsourced where appropriate.	○	○	○	○	○
The business has leadership depth and is not overly dependent on one or two people.	○	○	○	○	○

4. Talent & People Structures Score: _____ /50

5. Technology & Data Security

Increase your efficiency and simplify your operations with integrated technology, while safeguarding client data. Build secure, scalable systems that make you nimble today and protect your business for the future.

Statement	5	4	3	2	1
Technology is effectively managed across the business.	○	○	○	○	○
Your core systems reduce manual work and improve efficiency.	○	○	○	○	○
Your technology tools are integrated where possible.	○	○	○	○	○
Your team consistently follows documented workflows and processes, as well as security/data best practices.	○	○	○	○	○
Client data and business records are organized, accurate, easy to access by authorized users, and securely protected.	○	○	○	○	○
You have appropriate access controls, password hygiene, patch management, permission structures and cybersecurity measures in place.	○	○	○	○	○
You have reliable backup and recovery processes.	○	○	○	○	○
Compliance, security, and business continuity procedures are in place and followed.	○	○	○	○	○
You regularly review technology to ensure it supports efficiency, client experience, and growth.	○	○	○	○	○
You have a plan to improve, replace, or scale technology as the business grows.	○	○	○	○	○

5. Technology & Data Security Score: _____ /50

Time Management and Effectiveness

Please estimate the amount of time your team spends weekly in the following areas, as well as what you consider optimal for your business.

Area	Actual Hours Per Week	Optimal Hours Per Week
Marketing and business development		
Arranging appointments / prospect follow-up		
Face-to-face or virtual selling / client acquisition		
Administration		
Client service		
Business planning / strategy		
Team leadership / people management		
Technology, systems, or process improvement		
Compliance / risk management		

Reflection Questions

1. Which of your activities should be delegated, automated, outsourced, or eliminated for you and your business to operate at peak effectiveness?

____

____

2. When reflecting on this assessment, what do you feel is the biggest challenge in your business right now?

____

____

3. If you could improve one area of your business this quarter, what would it be?

____

____

4. What would make your business more scalable over the next 12 months?

____

____

5. What would make your business more valuable or transferable in the future?

____

____

6. What risk or vulnerability concerns you most today?

____

____

Scoring Summary

Each of the five sections has a maximum score of 50 points.

Key Area	Score	Percentage	Readiness Level
Business Growth & Planning	___ /50	___ %	
Brand & Marketing	___ /50	___ %	
Emergency Planning & Succession	___ /50	___ %	
Talent & People Structures	___ /50	___ %	
Technology & Data Security	___ /50	___ %	
Total Business Readiness Score	**___ /250**	**___ %**	

Readiness Levels

Percentage	Readiness Level	Interpretation
80-100%	**Strong Foundation**	This area is well developed and supports business growth, resilience, and value creation.
60-79%	**Developing Capability**	Progress has been made, but gaps may limit scalability, consistency, or long-term value.
40-59%	**Vulnerable Area**	Important elements are missing, informal, or inconsistent. This area may create drag or risk.
Below 40%	**Priority Risk Area**	This area requires focused attention and may limiting growth, business value, or continuity.

High-Level Interpretation

Strongest Area

Highest-scoring category: ____

Greatest Opportunity

Lowest-scoring category: ____

Recommended Top Three Priorities

1. ____

2. ____

3. ____

Overall Business Readiness Score

Total Score: ___ /250

Overall Percentage: ___ %

Overall Readiness Level: ________________________________