

PROBLEM SOLVING CHECKLIST

Put a check in the box next to items that are currently challenging your effectiveness
as a business or organization.

YOUR FOUNDATION:

The Building Blocks of Your Business

- ☐ Unclear Mission - why you exist
- ☐ Unclear Vision - where you're going
- ☐ Unidentified Core Values
- ☐ Unidentified Core Focus
- ☐ What makes you different
- ☐ Identifying your TRUE target market
- ☐ Weak Business Development
- ☐ Lack of strategic plan and goals
- ☐ Weak or no KPIs
- ☐ Weak Financial clarity
- ☐ Weak Financial process
- ☐ Financial instability
- ☐ Vision - Clarity & Communication
- ☐ Other: _____

YOUR BRAND:

*Showcasing your uniqueness to the right people
with the right message.*

- ☐ Identifying your True target market
- ☐ Digital footprint
- ☐ Communication Plan
- ☐ Marketing messages
- ☐ Marketing platforms
- ☐ Brand identity - logo/colors/website...
- ☐ Advertising - online
- ☐ Advertising - print/tv/radio
- ☐ Networking/Community engagement

YOUR CULTURE

*Bringing your Core Focus and Your Team
Together*

- ☐ Leadership effectiveness
- ☐ Leadership communication
- ☐ Leadership team alignment
- ☐ Team communication
- ☐ Hiring the "right fit"
- ☐ Onboarding
- ☐ Right people in right positions
- ☐ Team/Individual development
- ☐ Team engagement
- ☐ Team motivation
- ☐ Conflict resolution
- ☐ Accountability
- ☐ Trust
- ☐ Stress
- ☐ Working from home
- ☐ Managing remote workers
- ☐ Other: _____