



## St. Petersburg Business Assistance Center



### Business Start-up Self Assessment

If you are considering a business start-up venture, conduct a personal evaluation of your business strengths and weaknesses to better answer the question, “Am I the kind of person who can succeed in business?” You will benefit from self-analysis in knowing your strengths and identifying areas that need improvement by answering these questions:

#### Initiative

1. Am I a self-starter?  Yes  No
2. Do I get going on my own?  Yes  No
3. Do I conceive new ideas?  Yes  No

#### Attitude

1. Is my attitude positive, cheerful, patient and courteous?  Yes  No
2. Do I take a friendly interest in people?  Yes  No

#### Leadership

1. Am I forceful?  Yes  No
2. Do I inspire confidence?  Yes  No
3. Can I get people to “want to” rather than “have to” work?  Yes  No

#### Responsibility

1. Do I seek it?  Yes  No
2. Do I like to take charge?  Yes  No

#### Organizing Ability

1. Am I willing and able to work hard, 16 hours a day to start?  Yes  No

#### Self-Discipline

1. Am I a “job finisher,” or when the job gets tough will I quit and say, “It wasn't very important?”  Yes  No

#### Decisions

1. Can I make them?  Yes  No
2. Do I procrastinate?  Yes  No

#### Sincerity

1. Am I completely sincere or do I put up a front?  Yes  No
2. Can people depend on what I say?  Yes  No

**turn over**

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**Perseverance**

- 1. Am I highly resolved in purpose?  Yes  No
- 2. Can I overcome reverses, remain encouraged and keep going?  Yes  No

**Health**

- 1. Can I handle long hours, extra days, worry & stress?  
Remember: You don't want to lose your health because  
it's your greatest asset.  Yes  No

**Studiosness**

- 1. Do I pursue further direction through study?  Yes  No
- 2. Do I learn from experience - mine as well as others?  Yes  No

**Judgment**

- 1. The use of plain common sense. Can I envision alternatives for  
solving problems and choose actions that yield the best results?  Yes  No
- 2. Do I have the courage to expose myself to possible losses?  Yes  No

**Confidence**

- 1. Do I believe I can do what I set out to do?  Yes  No

**Competitiveness**

- 1. Do I have a willingness to compete with and test myself  
against others?  Yes  No

**Visionary**

- 1. Do I possess the ability to see the end result of my goals while  
working to achieve them?  Yes  No