

This worksheet helps you understand and focus on the 4 key elements that drive your businesses value. Use the boxes below to record your assessment of these elements. Take a critical look at your business from an outside perspective. Would you pay a premium price based on what you see?



Product

Do you have something that the market wants?



Process

Is the way you're doing something scalable and repeatable?



People

Do you have the right people doing the right things?



Profit

After all is said and done, do you make money?