



Powered by MJ - DIY Strategy Assessments

Business Strategy Checklist

For when the “what we do and why we do it” feels fuzzy—or outdated.

- ☐ Do you have a clear and compelling vision statement?
- ☐ Is your mission aligned with current market realities?
- ☐ Can every team member articulate what makes your business unique?
- ☐ Do you know your top 3 competitors—and how you’re different?
- ☐ Have you identified your *real* customer segment(s), not just “everyone”?
- ☐ Are you pricing for value or racing to the bottom?
- ☐ Is your revenue model still the right one (subscriptions, one-off, hybrid)?
- ☐ Do you have short-, mid-, and long-term goals documented?
- ☐ Is your brand story aligned with where you want to go, not just where you’ve been?

Pro Tip from MJ: *If more than two boxes go unchecked here, you don’t need a new marketing campaign—you need a strategy reset.*



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Operations Strategy Checklist

Because chaos isn't a strategy.

- ☐ Do you have written SOPs (standard operating procedures) for core functions?
- ☐ Are your workflows digital, automated, and accessible—or still trapped in email chains?
- ☐ Can you track work progress in real time (project management tools)?
- ☐ Are there bottlenecks only *you* can solve?
- ☐ Could the business still function if you stepped away for 2 weeks?
- ☐ Are your tools integrated or are you Frankensteining apps together?
- ☐ Do you have a documented budget tied to your goals?
- ☐ Are you monitoring KPIs beyond “we made sales”?
- ☐ Do you have contingency plans for market or staffing disruptions?

Pro Tip from MJ: *Strong ops make your business feel lighter. Weak ops? They'll choke your growth before you even notice.*



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People Strategy Checklist

Because culture eats strategy for breakfast.

- ☐ Does your leadership style actually match your team's needs?
- ☐ Are roles and responsibilities clearly defined?
- ☐ Do your leaders coach—or just manage?
- ☐ Do you know what drives turnover in your company (or industry)?
- ☐ Do you have meaningful onboarding, not just paperwork?
- ☐ Are wellness, DEI, and belonging built-in—or an afterthought?
- ☐ Is feedback continuous, or just annual (and awkward)?
- ☐ Do team members have documented growth plans?
- ☐ Are you rewarding outcomes—or just busyness?

Pro Tip from MJ: *Your people strategy isn't "HR." It's how you keep humans energized, loyal, and driving results.*

If you've checked fewer than 8 boxes in any checklist—[let's talk](#). This is exactly where Powered by MJ steps in!