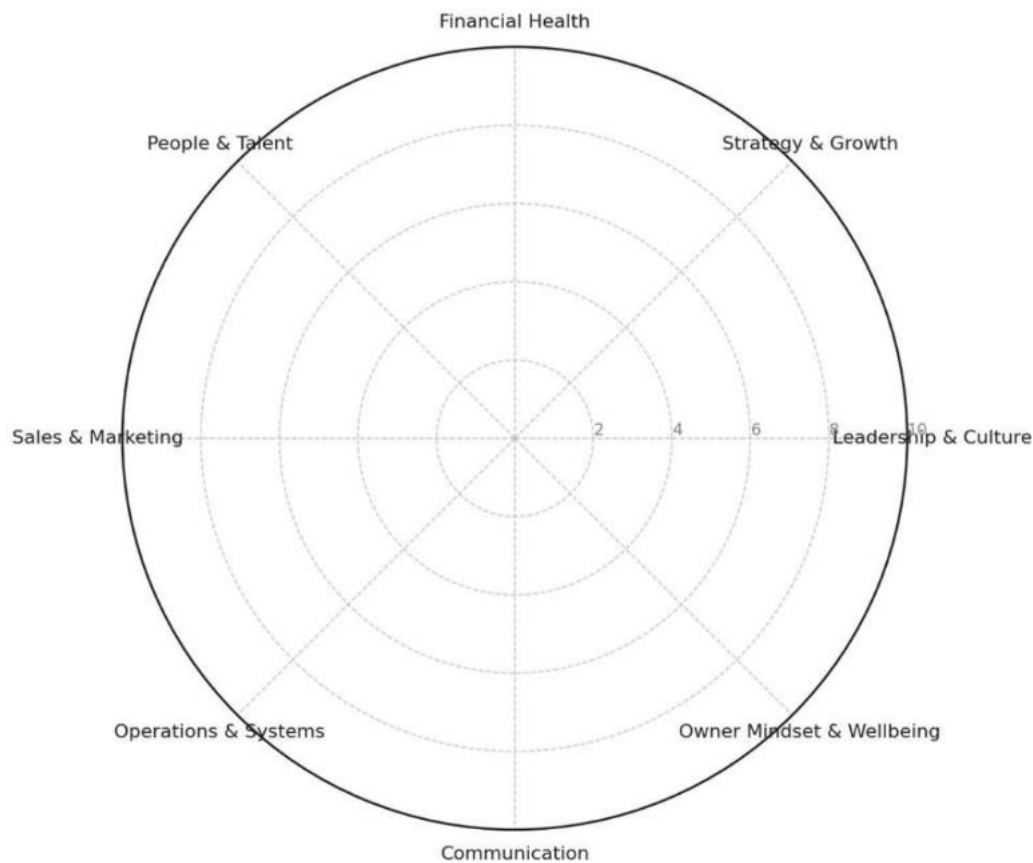# The Wheel of Business

The *Wheel of Business* is a visual self-assessment tool designed to help business owners evaluate the overall health of their company across key dimensions that drive sustainable success. By rating each area from 1 (struggling) to 10 (thriving), leaders gain an honest snapshot of where their business is strong, where it's vulnerable, and where courage is most needed to make meaningful change.

The goal isn't perfection — it's awareness, clarity, and the courage to take the next right step.

The Wheel of Business - 8 Key Arenas

1. **Leadership + Culture**
   a. The courage to lead authentically, set vision, and uphold values even when it's uncomfortable.
   b. Measures: team alignment, communication clarity, accountability, trust.

2. **Strategy + Growth + Scaling**
   a. Clarity of direction, courage to pivot or double down.
   b. Measures: defined goals, innovation, differentiation, long-term planning.

3. **Financial Health (Cash Flow & Profitability – top/bottom line)**
   a. The courage to face numbers, manage margins, and make hard financial decisions.
   b. Measures: liquidity, cash reserves, profit margins, cost mgmt

4. **People & Talent**
   a. The courage to hire slowly, fire quickly, delegate, and develop others.
   b. Measures: right people/right seats, engagement, performance management.

5. **Sales & Marketing**
   a. The courage to be visible, sell confidently, and tell your story.
   b. Measures: lead generation, conversion rates, market positioning, customer/client retention

6. **Operations & Systems**
   a. The courage to streamline, automate, and simplify.
   b. Measures: process consistency, efficiency, technology integration

7. **Owner Mindset & Wellbeing**
   a. The courage to slow down, reflect, and sustain your energy.
   b. Measures: stress levels, boundaries, self-awareness, resilience.

8. **Communication**
   a. The courage to communicate clearly, timely and transparently to build trust, accountability and alignment.
   b. Measures: share vision regularly, initiate hard conversations, open/safe environment for team to share