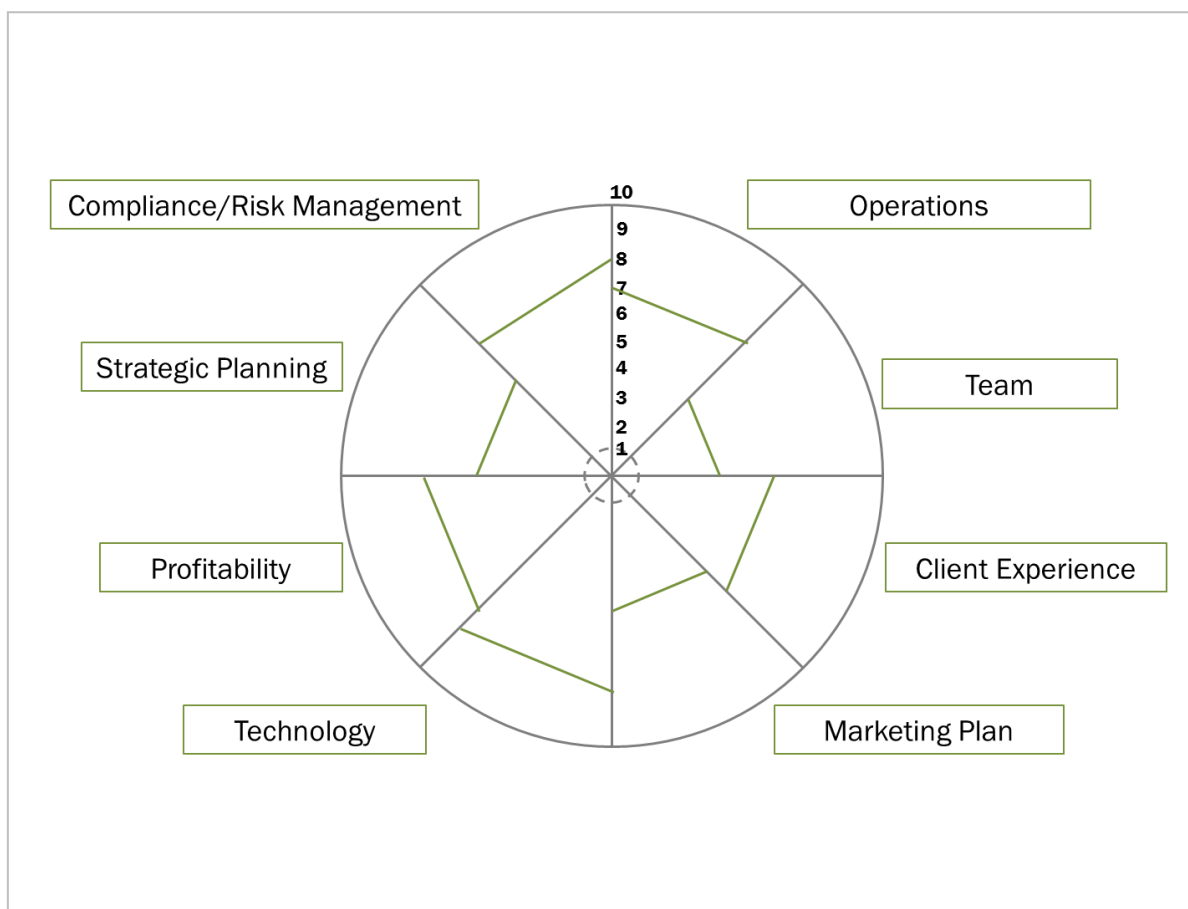# Business Activation Wheel

Purpose:

Research shows the most successful businesses are those that conduct regular, objective assessments to detect areas requiring additional attention. The Business Activation Wheel is designed to help you identify your top business priorities and ensure you focus on key areas for improvement to help you achieve a higher level of success.

Use with:

This tool is designed primarily for advisor use, but we highly recommend you include your team in the assessment to help you take a big picture look at your business and ensure objectivity.

CI Investments®

Canada's Investment Company

Business Activation Wheel

Step 1:

Identify areas of your business that are most important to your continued success.

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Business Activation Wheel

Step 2:

Pick the top 8 most significant areas from page 2 and enter them into the blank spaces provided beside the wheel below.

Step 3:

Evaluate each individual area on a scale from 1 to 10, where 1 means you are extremely dissatisfied, while 10 means you are completely satisfied. Draw a line across that section of the wheel (see example on page 1) based on your ranking.
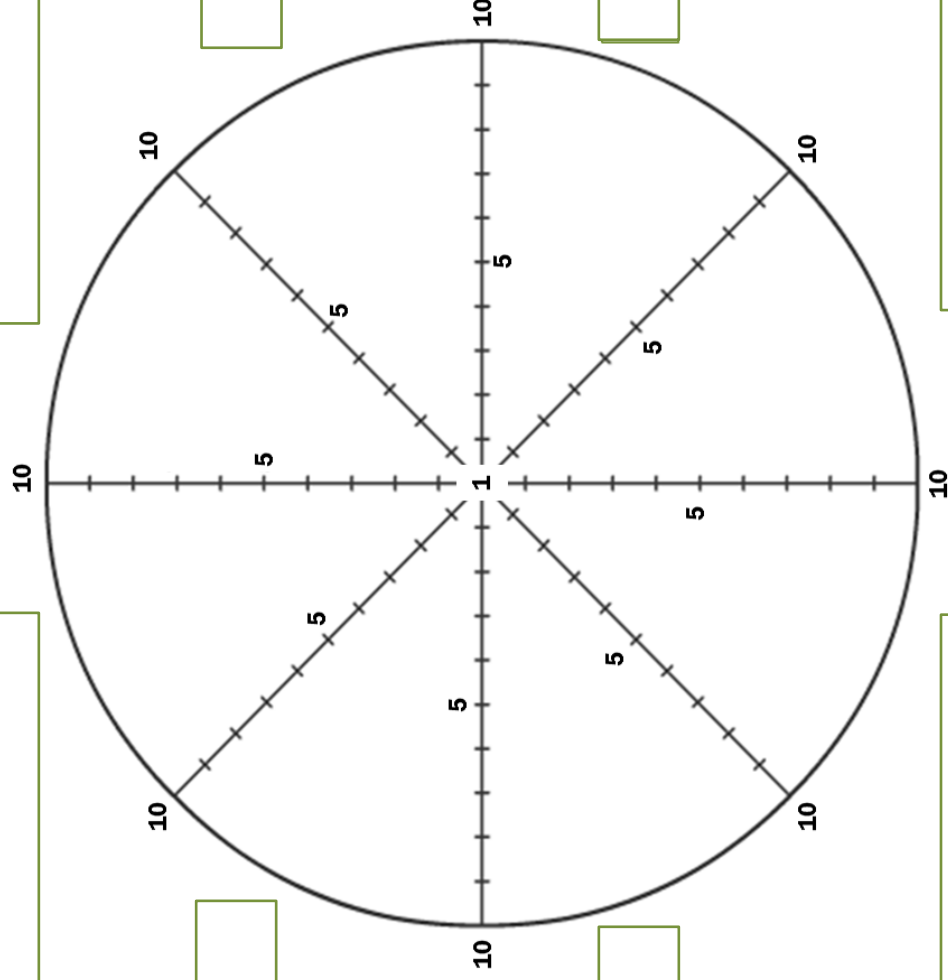
Business Activation Wheel

Step 4:

Reflect upon your evaluation of each area by answering some key questions.

1 Do any of the satisfaction scores surprise you?

2 How do you feel about your business overall as you look at your wheel?

3 Are you currently spending enough time in the areas identified?

4 Which of these areas would you most like to improve?

5 How will you begin to make necessary improvements in each area?

6 Can you enhance these areas on your own? If not, what help and cooperation from others might you need? (Identify individuals who can assist.)

7 Looking at each area, ascertain what action is needed to improve the satisfaction scores.

8 There's often a positive domino effect when making business changes. What three areas would have the greatest impact on your business?

Business Activation Wheel: Action Plan

Step 5:

List each of the eight areas on your action plan below in priority sequence then outline practical steps to improve each area. Also set realistic completion dates and indicate who you'll need help from to make the improvements (if applicable).

Areas for improvement (in priority sequence)	Action steps	Complete by (date)	I'll need help from (list individuals)
	1 2 3		
	1 2 3		
	1 2 3		
	1 2 3		
	1 2 3		
	1 2 3		
	1 2 3		
	1 2 3		