The 9 "C's" of Momentum

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A Professional Assessment Tool

Score your organization on a scale of 1 to 10 (10 being the highest) in these key areas. This score is your Momentum™ indicator.

1. Clarity
Do you know exactly what results you want to create in your business? Do you have a strong "why" established for these results? Momentum is directly related to the amount of clarity you have around the goals and how you will measure success.

1. Score _____

2. Commitment
Have you made the decision, 100% of the way, unequivocally, that this is the desired path for you? Do you have a "whatever it takes" mentality and are you willing to invest your resources to get these results?

2. Score _____

3. Courage
Are you willing to stretch out of your comfort zone to get these results or are you already giving yourself room to settle back into old systems and tools?

3. Score _____

4. Competence
Do you know your product and your market? Are you knowledgeable about what you are sharing? Without knowing your target audience (personas), your product inside and out, and the value you are bringing to them, how can you hope to hit your target?

4. Score _____

5. Compassion
If you don't care about your clients and your team members, they won't care about what happens to you! Do you follow the Golden Rule as a regular practice?

5. Score _____

6. Coachability
Are you open to learning a different way of doing things to produce different, better results? Are you able to take immediate, decisive action on these coaching tools.

6. Score _____

7. Core Values
Are you confident that your organization is operating in alignment with the core values and integrity you have identified? Is there additional clarity needed around these core values?

7. Score _____

8. Connections
Do you regularly feed the relationships with your target market and create and keep quality, authentic connections with them? Do you recognize the value of really providing value consistently, whether or not they buy your product or service immediately?

8. Score _____

9. Continuous Improvement
Is your team committed to continually improving results, using a data-driven decision-making framework and openly discussing feedback?

9. Score _____

Understanding your assessment results

A score of 10-30 indicates: You may need to do some further clarification and see if the goals, the tactics, and the plan are really focalized enough to get momentum.

A score of 31 – 70 indicates: You are near the sweet spot (where clarity and action align) but may be still lacking focus, knowledge, or perceive a scarcity of resources to create your ideal result.

A score of 71-100 indicates: You are exactly where you need to be and have everything you need to charge forward and create massive momentum!

TOTAL _____

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