

BUSINESS GPA ASSESSMENT





INTRODUCTION TO THE BUSINESS GPA ASSESSMENT

Running a business is a lot like being in school—you're constantly tested, graded by results, and measured on your ability to improve over time. The **Business GPA Assessment** is designed to give leaders a clear and honest look at how their business is really performing. Instead of relying on gut feelings or isolated wins, this tool provides a structured way to measure performance across the fundamentals that every company must master.

The framework focuses on seven essentials—from generating new revenue and maximizing existing client relationships to creating a strong workplace culture and managing risk strategically. Each area is scored using a familiar GPA system, making it easy to spot strengths, identify weaknesses, and track progress over time.

But assessment alone isn't enough. The tool also helps prioritize action. By highlighting the top three areas that need attention and converting them into specific, accountable steps, it bridges the gap between evaluation and execution.

At the end of the day, this isn't just a grading system—it's a roadmap for growth. The Business GPA Assessment challenges leaders to think critically about their organization, set clear priorities, and commit to meaningful action that drives sustainable success.

● **Date:** _____

7 Things Every Business Must Do :

● **Scoring Key:**

LG	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
GPA	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	7	0.0

LG Letter Grading

7 Things Every Business Must Do	Letter Grade	GPA
1 Generate revenue from new customers		
2 Maximize revenue from existing clients		
3 Manage operations effectively to maximize the bottom line		
4 Consistently meet then exceed customer expectations		
5 Create a work environment that attracts and retains talent		
6 Bring a spirit of continuous improvement and innovation to all aspects of business		
7 Manage business risk prospectively and strategically		
	Balance GPA	



Prioritization and Action Plan



Top 3 Priorities

Instructions: Select your top 3 priorities in rank order and identify 3 major actions for each priority. Include a due date and the responsible party for each action.

1

Major Actions:

1 **Action:** _____

• Due Date: _____

• Responsible Party: _____

2 **Action:** _____

• Due Date: _____

• Responsible Party: _____

3 **Action:** _____

• Due Date: _____

• Responsible Party: _____

2

Major Actions:

1 **Action:** _____

• Due Date: _____

• Responsible Party: _____

2 **Action:** _____

• Due Date: _____

• Responsible Party: _____

3 **Action:** _____

- Due Date: _____
- Responsible Party: _____

3

Major Actions:

1 **Action:** _____

- Due Date: _____
- Responsible Party: _____

2 **Action:** _____

- Due Date: _____
- Responsible Party: _____

3 **Action:** _____

- Due Date: _____
- Responsible Party: _____

