**100 CEO/Business Owner Self -Assessment Questions:**

**About You:**

1. What is your “Why”? What are you hoping to accomplish with your business and life?
2. Are you having fun at work?
3. Do you feel that you get to do what you do best every day?
4. Are you comfortable asking for help? If no, why not?
5. Are you willing to admit when you don't know the answer? If no, why not?
6. Are you generally an optimistic or pessimistic person? How does this impact you personally and professionally?
7. How much time and energy are you investing in your own personal and professional development?
8. How much of your time is spent “thinking” versus “doing”? Do you think this is the right balance?
9. How much of your time is spent thinking about the past, the present, and the future (separately)? How does this affect how you see your business?
10. How difficult is it for you to be present and “in the moment?” What would being more “present” mean for you and the people around you?
11. Do you practice daily good habits? What are they?
12. What is your morning routine and how could it be better?
13. What are your blind spots? What mechanisms have you put in place to protect you from them?
14. How often and what are you reading? When's the last time you applied something that you've read?
15. How often do you worry about things you can't control? Do you spend enough time and energy on the things you can actually control?
16. Up to this point in your life, do you believe you've been lucky or smart? Why?
17. How accountable are you? Do you do what you say you're going to do when you say you're going do it?
18. How are you keeping score in business and life? Are these results still working for you?
19. How competitive are you? How does this affect your interaction with other people?
20. Are you the hardest working person in your company? If yes, why?
21. What do you do when you are not working besides fulfilling personal obligations?
22. Is it hard for you to trust people? If yes, why?
23. Is your inner chatter/dialogue mostly positive or negative? How does this affect you?
24. What are you afraid of? What triggers fear-based emotions within you?
25. What importance does money hold in your life? How much is enough?
26. Do you prefer to play offense or defense? Why?
27. What is it you really want in life? And, what price are you willing to pay to get it?

**About Your Leadership Performance:**

1. What does the word “leadership” mean to you? How are you performing against this definition?
2. What are the core Key Performance Indicators (KPIs) driving your business right now? How are you performing against them? What do you personally own in achieving these results?
3. How would you rate your financial literacy as business owner/CEO? Where do you need to improve/grow?
4. Are you the right person to be leading this business right now?
5. What are your “Big Three” leadership priorities right now? How much time are you spending on them?
6. What professional conversations are you avoiding right now? Why?
7. Are you operating at the highest and best use to the organization? If yes, why? If no, why not?
8. What is your leadership decision-making process? How do you think through important decisions?
9. If someone was to come in and replace you in your leadership position, what changes would they make right away? Why?
10. What percentage of the talking do you do in most meetings? How do you feel about this?
11. Are you an active listener or always preparing to talk? What would those closest to you day?
12. Are you focusing on the right problems? If yes, what are they?
13. Are you grooming a successor? If no, why not?
14. Do you feel your people tell you the truth? If not, why?
15. Who are your leadership role models? Why? If they are still living, do you reach out to them?
16. Do you feel you are responsible “to” or “for” your people? What does this distinction mean to you?
17. How would the leader you always wanted to be handle your current situation (whatever it is)? Are you operating in this manner?
18. Do you need to reinvent your approach to leadership and/or business? Why?
19. Do you believe in your heart that you're taking the right steps to be successful? How about in your head or gut?
20. Would you want to work for you? Would you want your children to have a boss/leader like you? Why?
21. How would you rate your level of focus in meetings and one on one interactions? Are you constantly battling distractions?
22. How well prepared are you for meeting? Do you regularly do your professional homework? If no, why not?
23. Do you think you're a good communicator? If not, what are your challenges, and what are you doing about it?
24. If interviewed the most junior person on your team, what do you think they would they say about your leadership? Why? How do you feel about this?

**About The Business:**

1. Why did you start your company? Given everything you know today, would you still be in this business?
2. What are your industry trends telling you about the future of the business? What are you doing about this?
3. Are you truly excited about the future of your company? Why?
4. What are you most passionate about right now in your industry, market, or business and what are you doing about it? Why?
5. What is your primary focus right now, profit or growth? Why? How are you performing against this objective?
6. Is your business strategy still viable? Are you ahead or behind the industry curve?
7. Does your culture walk the talk? If no, why not?
8. If I were competing against your company, what would be the first three things I would do? Why?
9. is your company easy to do business with both internally and externally? Where could it improve?
10. Where are the weakest points in your business? What are you doing about them?
11. Do you feel you have a good handle on your business economic model? Should anything change in terms of how you view financial success?
12. How are you leveraging technology to foster innovation and continuous improvement in your business?
13. How are you leveraging data (analytics) to make better decisions?
14. Why should a Generation X or Millennial come work for your company?
15. Do you have a list of potential acquisition targets? And, do you have a list of companies you'd like to be acquired by?
16. If money were no object, what would you be doing differently in your business?
17. What is your Exit Plan?

**About Your Team**

1. Do you consider yourself to be a good team leader? How do you know?
2. What's more important to you: loyalty or performance? Why?
3. Are you still the smartest person in the room about the business or have you surrounded yourself with colleagues who know more about their respective areas than I do?
4. Who is the weakest member of your leadership team and what are you doing about it?
5. If you were to start over, would you rehire every member of your leadership team? If not, why? What about other key employees?
6. Do you have coaching goals for each of your direct reports? If yes, how are you guiding them in the right direction?
7. Do you know how to delegate effectively? How often are you satisfied with the work that's been delegated?
8. What happens when a member of your leadership team disagrees with you? How often does this happen?
9. Are you investing in the skills and talents of your leadership team members? How?
10. Do you acknowledge the contributions of your leadership team members and key employees often enough? If not, why?
11. If I was to ask you detailed questions about the personal lives of members of your leadership team, how well do you think you would do?
12. If someone asked the members of your leadership individually about whether or not you care about them what do you think they would say? How does this make your feel?

**About Life:**

1. Did you have a happy childhood? How has this affected you as an adult?
2. What’s guiding you in life? Why?
3. What’s grounding you in life? Why?
4. Do you consider yourself a generally happy person and fulfilled person? If no, why not?
5. What do you do just for fun?
6. What personal conversations are you avoiding right now? Why?
7. Are you intentionally choosing your tradeoffs in life or are they choosing you? How is the affecting your family and you?
8. Do you have any major regrets in life? If yes, what, and why?
9. Do you feel that the work life balance in your life is appropriate? If no, why not?
10. Are you an attentive and supportive spouse or does the world revolve around you?
11. How much one-to-one time do you spend with your spouse/significant other? Is it enough to maintain a close relationship?
12. Would you want to have you as a parent if you were your children? Why or why not?
13. What has been happening with your social circle? Is it growing or contracting?
14. Are you a good friend? Why? Do you have good friends? How are you maintain these relationships?
15. When was the last time you had a full health physical? How responsible are you with your doctor/dental appointments? Why?
16. How often do you exercise? What are you doing? Is it enough?
17. What is your attitude towards food? How does this affect you?
18. What is your attitude towards alcohol? How does this affect you?
19. What is the current level of stress in your life? And, how much of your stress is negative versus positive? How is this affecting you?
20. What advice would your “wiser older self” give you right now about how you are living your life?