

MLB Enterprises

Business Growth Assessment

Confidential — for internal use only

Thank you for taking a few minutes to complete this assessment. Your answers help us understand your business clearly so our first conversation is focused entirely on you — no generic advice, no wasted time.

SECTION 1 · ABOUT YOUR BUSINESS

Business Name

Your Name & Title

Industry / Type of Business

Years in Business

Annual Revenue Range:

Under \$250K

\$250K – \$500K

\$500K – \$1M

\$1M – \$2M

\$2M – \$5M

Over \$5M

Number of Employees

Primary Location

SECTION 2 · WHAT'S WORKING WELL RIGHT NOW

Q1. What is your business doing really well right now?

Q2. Where does most of your new business come from?

Referrals from existing clients

Networking & relationships

Digital marketing / social media

Cold outreach / sales team

Repeat business

Other

Q3. What do your best customers say about why they chose you?

SECTION 3 · WHERE YOU FEEL STUCK

Q4. What is the single biggest challenge your business faces right now?

Q5. Which of these best describes where you feel stuck? (Check all that apply)

- Revenue has plateaued
- Sales are inconsistent
- I don't have the right team
- I feel isolated — no one to think with
- I work IN the business, not ON it
- We lack the right systems & processes
- Cash flow is unpredictable
- I'm not sure what to fix first

Q6. How long have you been dealing with this challenge?

- Less than 6 months
- 6 – 12 months
- 1 – 2 years
- More than 2 years

Q7. What have you already tried to address it?

SECTION 4 - WHERE YOU WANT TO BE

Q8. In 3 years, what does a successful business look like for you?

Q9. What is your personal goal for this business long-term?

- Grow it and keep running it
- Bring in a partner to help run it
- Exit in the next 1–3 years
- Grow it and sell it
- Transition to a more passive role
- Not sure yet

Q10. Rate each area of your business today: (1 = Needs major work - 5 = Running well)

	1	2	3	4	5
Sales & Revenue Generation	1	2	3	4	5
Operations & Systems	1	2	3	4	5
Team & Leadership	1	2	3	4	5
Financial Management	1	2	3	4	5
Strategy & Direction	1	2	3	4	5

SECTION 5 - HOW WE CAN HELP

Q11. What type of support are you most open to?



Outside advisor / consultant

True equity partner

Potential buyer for my business

Not sure — open to the right conversation

Q12. What would make this engagement a success for you?

Q13. Is there anything else you'd like us to know before we talk?

Q14. How do you prefer to work with outside advisors or partners?

Collaborative — I want to be involved in everything

Directive — tell me what to do and I'll execute

Hands-off — I trust the expert, just show me results

I'm not sure — it depends on the situation

YOUR CONTACT INFORMATION

Best Phone Number

Best Email Address

Preferred Day / Time to Talk

How did you hear about us?

Next Step: Return this assessment to Mike Boyd at **630-267-9734** or bring it to your first conversation. We'll reach out within one business day to schedule your complimentary Business Assessment session.