Trance-formation brief

A Questionnaire to spot your business and personality growing points

*The change starts from the consciousness*

This brief if for **you** to specify the transformation objective briefly and meaningfully.

This is a **transformational** brief. Its mission is to launch changes in the course of your work with it.

# **The Goal**

What is the challenge you seek solutions to?

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If we cooperate, what is the desirable outcome?

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Try expressing it in terms of business outcomes: profit, market share, turnover… what will it be?

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# **SWOT**

If you have an actual SWOT analysis report, share its items here.  
If not, try filling this box based on your intuition, to get the grasp of the current state for yourself.

|  |  |
| --- | --- |
| WEAKNESSES  **Advantages that others have and you don’t** | STRENGTHS  **Your advantages connected with your Objectives** |
| THREATS  **What hinders or may hinder your advancement towards the Objectives** | OPPORTUNITIES  **What you are not using to achieve your goals so far** |

# **Business Performance Growing Points**

Evaluate the following factors’ influence upon your business.  
**«5» = very important to change it as soon as possible.  
«0» = not applicable to us.**

Use the blank lin to clarify how this factor is showing itself.

Inefficient business processes

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Lack of competence of employees and partners involved in the company’s business processes

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Loss of competitive advantages

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Barriers to expansion

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High costs to maintain the required product matrix

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Fraud, sabotage, theft, and other abuse

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Staff burn-out

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Failing motivation system

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Conflicts inside the team

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Conflicts with customers

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Employees switch to competitor companies or launch new businesses on the same market

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Resistance to changes in the team

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Cultural differences between regional branches and social groups: among employees, customers, management

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Branch management inefficiencies

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Other

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# **Personal performance growing points**

Evaluate the following factors’ influence upon you.  
**«5» = that’s definitely about me and I want to change it.  
«0» = has nothing to do with me.**

Use the blank lin to clarify how this factor is showing itself.

I’m stuck in operational management and / or low-level work

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I experience emotional burn-out

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I consider some of my traits suboptimal for my performance as a business person

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I fail negotiations and can’t figure out why

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My employees / partners have let me down several times in a similar way

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I fail projects that started as successful and I can’t figure out how this happens

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Some of my actions are motivated with reasons I don’t consider to be proper, e.g. revenge

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I can’t balance my work with my personal life

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I lack creativity and out-of-the-box thinking

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I lack motivation

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I often find myself in a counterproductive state with no obvious reason

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Other

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