

MANAGEMENT MATRIX

Company Name: _____

Date: _____

Description:

This resource helps business owners evaluate their management skills. There are many layers to running a business (financial planning, marketing/promotions, organizational management, etc.) and it's important to know where your strengths and weaknesses lie. Make sure to answer honestly...there's no judgement here! The more accurate the response the greater the room for improvement.

Instructions:

PLACE A CHECK MARK IN THE BLANK WHICH BEST DESCRIBES YOU OR YOUR COMPANY (Note: All information provided to the VtSBDC will be treated as confidential material)

Matrices Overview:

1. Organizational

	Organizational Traits				
	Decision Making	Organizing	Planning	Time Management	Operational Management
Novice: No prior knowledge					
Beginner: Working knowledge					
Competent: Good working and background knowledge					
Proficient: Detailed and functional knowledge					
Expert: Experience-based in-depth knowledge					

2. Marketing

	Leadership			
	Administration	People Management	Leadership Communication	Personal Policies
Novice: No prior knowledge				
Beginner: Working knowledge				
Competent: Good working and background knowledge				
Proficient: Detailed and functional knowledge				
Expert: Experience-based in-depth knowledge				

3. Leadership

	Marketing			
	Marketing Promotion	Customer Relationships	Website & Social Media	Personal Selling
Novice: No prior knowledge				
Beginner: Working knowledge				
Competent: Good working and background knowledge				
Proficient: Detailed and functional knowledge				
Expert: Experience-based in-depth knowledge				

4. Financial

	Financial			
	Accounting & Taxes	Financial Management	Pricing Policies	Cost Control
Novice: No prior knowledge				
Beginner: Working knowledge				
Competent: Good working and background knowledge				
Proficient: Detailed and functional knowledge				
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Find more at: <https://www.vtsbdc.org/>

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Marketing				
	Marketing & Promotion	Customer Relationships	Website & Social Media	Personal Selling
Novice: No prior knowledge				
Beginner: Working knowledge				
Competent: Good working and background knowledge				
Proficient: Detailed and functional knowledge				
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Leadership

	Administration	People Management	Leadership Communications	Personnel Policies
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