



MORTGAGE MAVEN METHOD PRINCIPLE

Stop Settling and Start Creating

Stop settling and start creating the business you want. The first step is to take stock of where your business is and how it could improve. Use this exercise to distinguish your business by recognizing its unique Strengths and Talents, get clear on and mitigate your Weaknesses and Threats, as well as identify potential Opportunities on the horizon. This can be used by management to assess their team or by individual to assess their individual business.

INSTRUCTIONS: Think about the direction you would like your business and answer the questions below.

STRENGTHS What do you do well? What do you better than others? What unique strengths and talents do you have? What do others see as your strengths? What are you proud of, or really like about your business?	WEAKNESSES What could you do better? What do you avoid? Where are others doing better than you? What are others likely to see as weaknesses? What do you need to face up to?
OPPORTUNITIES What opportunities are out there for you? What trends could you take advantage of? Which strengths could you turn into opportunities? What is going on locally that you could capitalize on?	THREATS What trends and threats could harm you? What is your competition doing? What threats do your weaknesses expose you to? What obstacles do you have coming up?

1. What new opportunities could be created from your strengths that you haven't thought through yet?
2. Which opportunities could be exciting or profitable to put into action?
3. For each weakness, evaluate and decide what action you will take to mitigate or eliminate it.
4. Threats: What should you avoid at all costs? What will you do about that?

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