Focus your time and resources on your most critical items. The SBTDC can help you identify and prioritize issues and develop appropriate actions that support your business’s growth. Our organizational assessment examines eight key management areas.

1. Vision/Strategy  
2. Developing Products/Services  
3. Marketing/Sales  
4. Delivering Products/Services  
5. Managing Customer Service  
6. Managing Human Capital  
7. Knowledge/Information Management  
8. Financial

### SAMPLE IMPORTANCE/PERFORMANCE MATRIX

<table>
<thead>
<tr>
<th>IMPORTANCE</th>
<th>PERFORMANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3.5</td>
<td>LOW PRIORITY</td>
</tr>
<tr>
<td>3.5 to 4.5</td>
<td>RECONSIDER</td>
</tr>
<tr>
<td>4.5 to 5</td>
<td>POOR USE OF RESOURCES</td>
</tr>
</tbody>
</table>

- **MUST IMPROVE**
  - Financial resources
  - Cash management
- **SHOULD IMPROVE**
  - Use of financial ratios
  - Integrate budgets in plan
- **CONTINUE**
  - Estimate financial goals
  - Conduct industry benchmarking
- **EXCELLENT**
- **EFFECTIVE**

For more on the SBTDC’s assessment and planning tools, go to [www.sbtdc.org/assessments](http://www.sbtdc.org/assessments)