





VIA·Business ... is a **diagnostic** assessment of your current state. Ideally your very-small business will be able to demonstrate a mature balance in four important business capabilities:

- *The capability to develop an offering to your customers*
- *The capability to respond to what the market demands*
- *The capability to generate revenue*
- *The capability to implement a business model that generates profit*

Below you will find a maturity scale from zero to three, four questions that you will apply that maturity scale to, and instructions on how to score your results.

1 - Review the levels to guide your rating

To get a brief feel of the full assessment, please use the following **maturity scale** to guide your rating for each of four questions about your business in the sample below. (Note: You will need to manually calculate your score and document the results as the rating results of this sample are not stored.)

Maturity Scale	Level
We are reliably performing this important business capability in our business. Our processes have been built into the systems we use and are controlled by metrics. We adjust our actions based upon factual information.	
We are building this business capability. We are defining our processes so they perform properly. Then we implement them and measure them for actual performance to learn which ones we can rely upon.	
We are learning about this business capability. We find ourselves busy doing things here and there without a plan. Our improvement efforts are limited and often produce unpredictable results and process errors.	
We aspire to build this business capability. We regularly react to unexpected occurrences. We intend to initiate improvements, but we often experience competing priorities requiring urgent action. We sometimes don't have a specific process in place.	

[Go to next page after your understand the maturity scale](#)

2 - Rate your business to the scale regarding these four questions

Read each of the four questions below one by one. Write the level number 0, 1, 2 or 3 on each line to the right of each question. Think, justify and then rate what you believe what maturity level your current business processes are performing for each.

Questions

Rating

0, 1, 2 or 3

*How well is your business integrating your product processes (technology, products and/or services) **WITH** your commercialization efforts to create something new that achieves both your and your customer's goals?*

*How well is your business responding to market demand in a way that integrates your processes (technology, products or services) **WITH** a deep understanding of your customers in your market to produce what customers want?*

*How well is your business integrating your processes that demonstrates a deep understanding of your customers in your market **WITH** your own supporting business infrastructure and operational capability to generate revenue?*

*How well has your business established a business model that integrates your organizational processes (supporting infrastructure and operational capability) **WITH** your growth processes (turning ideas, products or services into a viable offering) that makes profit?*

Write the sum of your ratings for each question here ----->

Before you read your results, we hope those capability questions and your ratings caused you to think about your business in a new way. The point of your VIA·Business diagnostic is to help reveal process vulnerabilities that can be acted upon—especially the ones that were unknown to you.

The actual VIA·Business diagnostic assessment is web-based and allows you (or your entire assessment team) to examine and rate 32 important business building processes—each in much more detail than this high level example—that identifies what likely needs improvement.

[Go to next page after rating and adding your ratings](#)

3 - Interpret the rating results

The highest you can score on this sample is a perfect 12 points and the lowest is zero points.

11 or 12 points—Congratulations, you have reliable and trusted business processes and you will likely be able to respond to any shortcomings. You may want to start thinking about higher level activities your business might be ready to embark upon.

10 points or less—You have immature and/or developing processes. This means not all your processes are reliable and trusted to perform as expected. It is highly likely that surprises, errors, and waste may show up that slow your progress toward you goals.

We recommend that you take an assessment to diagnose and reveal which processes are most vulnerable. Low scores show your likely current and future problem areas.

It is like a doctor with a patient—we all know the routine. One comes in with a pain, an issue, a concern or even for an annual checkup. The doctor orders specific tests and the test results help eliminate what the issue isn't, confirm what it is, or suggest another path to a solution.

Not taking action to improve vulnerable capabilities can lead to business failure—the grim truth is that 50% of companies fail in their first five years of existence—let's avoid that.

Please note ...

This was a sample of the process for you experience rating questions against a maturity scale.

The actual VIA·Business assessment is NOT high level and conceptual like this sample quiz. Instead, it asks about 32 important business processes one at a time without the mental gymnastics to integrate multiple concepts at the same time. Vector Reports then applies our algorithm to the ratings you provided and produces customized report about your process vulnerabilities—automatically.