

Iron Forums Cultivation & Growth Self-Assessment

Your business is like a garden—what you cultivate, guard, and nourish will determine its fruitfulness and long-term success. This worksheet is meant to be a guide, helping you assess where your organization stands in these areas and identify practical steps for growth.

Take time to reflect on each section, answer honestly, and develop a plan for action. We encourage you to share with your Forum or an Advisor who can help you work out the kinks and identify any blind spots.

It's time to grow!

1. Cultivating Potential: Purpose & Tools

A. Defining Your Purpose

- Describe your business's core purpose in one sentence. If you struggle to do this, what is missing from your understanding?
- Ask three employees or customers to explain your company's purpose. How closely do their answers align with yours?
- List three specific ways you can integrate your purpose more clearly into your operations and decision-making.
- If defining your purpose is difficult, reach out to Iron Forums members, your facilitator, or the Advisor Corp for help refining and communicating it.

B. Identifying the Right Tools

- Identify three areas where you feel stuck in executing your purpose.
- List the top tools, processes, or skills that could remove these obstacles and enable growth.
- Who within Iron Forums or your broader network could help you gain access to these tools or offer guidance?

- Develop a short-term plan to acquire at least one missing tool or resource within the next month.
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2. Guarding from the Small Things: Accountability & Systems

A. Identifying Small but Dangerous Issues

- Write down three small inefficiencies or warning signs within your business you've noticed but haven't addressed.
- Reflect on past challenges—were there small, ignored issues that snowballed into bigger problems? What patterns do you see?
- Choose one small issue and outline a plan to proactively address it before it grows into a major setback.

B. Strengthening Accountability

- List three areas of your business where better accountability would lead to healthier growth.
 - Identify specific people in Iron Forums (members, facilitator, Advisor Corp) who can help hold you accountable.
 - What systems (KPIs, check-ins, feedback loops) can you implement to monitor progress? Set a goal to put one system in place this month.
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3. Being Fruitful: Meeting Real Needs & Communicating Value

A. Evaluating Your Business Offerings

- What is your customers' biggest pain point, and how well does your business solve it?
- When was the last time you collected direct customer feedback? Plan a strategy to do this within the next 30 days.
- Identify one improvement you can make to your product/service offering to better meet customer needs.

B. Communicating Effectively

- Review your website or marketing materials. Does your messaging clearly articulate the value you provide?
- Ask a trusted peer or Iron Forums member to review your messaging and provide honest feedback.
- Choose one specific way to refine your messaging to better reflect the real impact of your business.

*See February 2025 Worksheet on “The 4 I’s of Marketing” for more help in this area

4. Multiplication: Planning for Sustainable Growth & Legacy

A. Planning for Growth

- Describe your plan for business growth over the next 1-5 years.
- How frequently do you review and adjust your growth plan? Set a date for your next review.
- Identify one current challenge holding back your growth and outline a step to overcome it.

B. Thinking Beyond Yourself

- What long-term legacy do you want your business to leave behind?
- How are you investing in employees, customers, or your community to ensure lasting impact?
- What is one action you can take this quarter to “plant a tree” that will provide shade for future generations?

Action Plan

For each section, write down one key action step you will take within the next 30 days to improve in that area.

- Cultivate:
- Guard:
- Be Fruitful:
- Multiply:

Final Reflection:

Look at your answers. What stands out as your biggest area for growth? Who can help you stay accountable? Reach out to Iron Forums members, your facilitator, or the Advisor Corp for support and guidance. Great job in putting in the work!

“Most people miss opportunity because it is dressed in overalls and looks like hard work.” – Thomas Edison