

# Ellie Yell Coaching & Consulting

## Start-up Readiness Activity

Mark your answers on the wheel below and answer the questions below.

**Start-up readiness wheel**

The wheel is a circular diagram with seven segments, each representing a different aspect of business readiness. The segments are arranged in a circle, and each segment has a rating scale from 0 to 5, indicated by concentric rings. The segments are:

- Clear on why I'm starting this business
- Clear on what kind of business I want (e.g. lifestyle, global, external investment)
- Clear on what 'success' looks like for me
- Clear on how this business will make money
- I have the right support around me to ensure I'm set up for success
- How big is the problem you are trying to solve?
- Financial readiness to be a business owner
- Emotional readiness to own my own business

The rating scale is as follows:

- 0: Innermost ring
- 1: Second ring
- 2: Third ring
- 3: Fourth ring
- 4: Fifth ring
- 5: Outermost ring

### 10 Self-reflection Questions

1. Which are the areas where I feel most and least ready?
2. Which area do I really need to focus on to help me?
3. In an ideal world, what does success look like in that area?

4. How could I measure it?
5. What am I doing so far that is helping me work towards that goal?
6. What is happening right now that are blockers to helping me achieve that goal?
7. What could I do? What else could I do?
8. Who could help me with this?
9. What **will** you do? By when?
10. On a scale of 1-10 how committed are you to doing this?

Repeat this process for each of the areas you choose to work on.

**If the conclusion you come to is that starting a business is not the right thing for you right now,  
then that is a successful outcome!**

*If you are looking for a coach to support your business or want to dive deeper into one of these aspects,  
contact Ellie Yell directly at [ellieyell@gmail.com](mailto:ellieyell@gmail.com)  
Browse her profile on the CIM platform <https://www.careeringintomotherhood.com/coach/ellie-yell/>  
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