

A group of diverse professionals are seated around a large table in a bright, modern office with large windows. They appear to be in a collaborative meeting, with some looking at laptops and others engaged in conversation. The scene is overlaid with a semi-transparent dark layer to make the text stand out.

GROW YOURSELF **GROW YOUR BUSINESS** **GROW YOUR INCOME**

Unlocking Higher Levels of Success for You and Your Business

WITH

Tony Bradshaw

tonybradshaw.com

MEET YOUR COACH

TONY BRADSHAW

Business Coach. Entrepreneur. Author. Speaker

ABOUT TONY

For more than two decades, Tony Bradshaw has helped leaders, entrepreneurs, and business owners build stronger companies, create lasting wealth, and live with greater purpose.

As a former executive leader at Dave Ramsey's organization, Tony helped scale operations, technology, marketing, and strategy while serving millions of people nationwide.

Today, he works directly with business owners and entrepreneurs through Higher Peak Coaching, helping them build businesses that create freedom, impact, and long-term success.

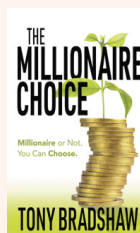
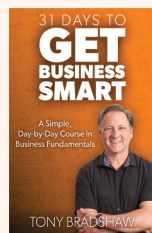


EXPERIENCE & LEADERSHIP

- ⌚ Former Dave Ramsey Executive
- ⌚ Helped grow a company from \$3M to \$125M+
- ⌚ Served as VP, CIO, COO, and Board Member
- ⌚ Business Coach, Speaker, and Entrepreneur



AUTHOR



GET BUSINESS SMART PODCAST™

Practical business wisdom from entrepreneurs, executives, coaches, and leaders who have actually built successful businesses.



FAMILY & PURPOSE

Married 28 years | Father of 6

Tony believes true success is more than money. The goal is to build a thriving business without sacrificing your faith, family, health, or purpose

**BUILD A BETTER
BUSINESS.**

**BUILD A BETTER
LIFE.**

LET'S CONNECT

Scan the QR code to learn more about coaching, speaking, books, and resources.



WELCOME TO THE HIGHER PEAK BUSINESS ASSESSMENT™

EVALUATE. DIAGNOSE. IMPROVE. GROW.

This tool was designed to help you get an overview of your business, gain clarity, and find direction on how to help your business reach the next level.

Many businesses appear healthy on the surface. Revenue may be growing, customers may be happy, and the business may be profitable. Yet underneath, weaknesses in leadership, strategy, operations, systems, marketing, or financial management can quietly limit future growth.

This assessment helps you **see the bigger picture.**



WHAT YOU'LL DISCOVER

- Business Strengths
- Growth Opportunities
- Hidden Obstacles
- Leadership Gaps
- Profit Improvement Opportunities
- Strategic Priorities

OVER THE NEXT FEW PAGES, YOU'LL EVALUATE THE 10 CRITICAL AREAS THAT DRIVE LONG-TERM

- » Mission, Vision & Culture
- » Technology & Digital
- » Leadership & Team
- » Market Opportunity & Competition
- » Strategy, Tactics & Focus
- » Marketing & Sales
- » Products & Services
- » Operations & Systems
- » Gross Revenue & Net Profit
- » Customer Satisfaction & Ratings



YOUR PATH TO CLARITY



ASSESS

Evaluate your business across 10 critical areas.



REFLECT

Review and reflect on your results objectively.



DIAGNOSE

Identify what's right, wrong, missing, and confused.



EXECUTE

Prioritize your biggest opportunities and create your 90-Day Action Plan.



GROW

Build a roadmap for the next year and beyond.

**THE GOAL IS NOT PERFECTION.
THE GOAL IS CLARITY.**

Because when you gain clarity, you can make better decisions. Better decisions create better businesses. And better businesses create more freedom, impact, and opportunity.

Tony Bradshaw

UNDERSTANDING THE 10 BUSINESS DRIVERS

Every business is climbing a mountain.

The question isn't whether you're working hard. The question is whether you're climbing the right mountain with the right plan, people, systems, and resources.

The Higher Peak Business Assessment evaluates the 10 critical areas that determine whether your business can sustainably grow and reach its full potential.

THE CLIMB TO A HIGHER PEAK



FOUNDATION

Build on solid ground.

- 1 MISSION, VISION & CULTURE**
Why your business exists and what it stands for.
- 2 LEADERSHIP & TEAM**
The people who drive execution AND growth
- 3 STRATEGY, TACTICS & FOCUS**
Your plan and ability to stay focused on the right priorities



OPERATIONS

Build a business that works.

- 4 PRODUCTS & SERVICES**
Why your business exists and what it stands for.
- 5 OPERATIONS & SYSTEMS**
The people who drive execution AND growth
- 6 TECHNOLOGY & DIGITAL**
The tools that improve efficiency and performance



GROWTH

Expand your impact.

- 7 OPPORTUNITY & COMPETITION**
Why your business exists and what it stands for.
- 8 MARKETING & SALES**
How customers find, trust, and buy from you
- 9 GROSS REVENUE & NET PROFIT**
The financial results your business produces.



CUSTOMER SUCCESS

The true measure of performance

- 10 CUSTOMER SATISFACTION & RATINGS**
What your customers think, say, and experience.

A WEAKNESS IN ANY ONE AREA CAN LIMIT THE GROWTH OF THE ENTIRE BUSINESS.

The goal of this assessment is to identify your strengths, uncover opportunities, and create a clear path forward.

HIGHER PEAK BUSINESS ASSESSMENT™

EVALUATE. DIAGNOSE. IMPROVE. GROW.

Discover the strengths, weaknesses, and growth opportunities in your business across 10 critical areas that drive long-term success.



WHY THIS MATTERS

A business can appear successful while hidden weaknesses limit growth. The Higher Peak Business Assessment helps you evaluate the 10 key areas that determine whether your business is built for sustainable growth and long-term success.



HOW TO USE THIS TOOL

- » Rate each category on a scale of 1 to 10
- » (1 = Poor | Major Attention Needed, 10 = Excellent)
- » Place a dot on each scale to reflect your score
- » Connect the dots to create your business profile
- » Identify your strengths and growth opportunities



YOUR SCORES

BUSINESS AREA	SCORE (1-10)
1. Mission, Vision & Culture	-----
2. Leadership & Team	-----
3. Strategy, Tactics & Focus	-----
4. Products & Services	-----
5. Operations & Systems	-----
6. Technology & Digital	-----
7. Market Opportunity & Competition	-----
8. Marketing & Sales	-----
9. Gross Revenue & Net Profit	-----
10. Customer Satisfaction & Ratings	-----
TOTAL SCORE (OUT OF 100)	-----

OVERALL BUSINESS HEALTH

† 0-39	At Risk - Immodinto Attention Noodod
† 40-59	Building - Significant Improvoment
† 60-79	Noodod Growing - On tho Righi Trnck
† 80-100	High Performance - Built to Scale

NOTES & NEXT STEPS

HIGHER PEAK COACHING

Build a Better Business. Build a Better Life

HIGHER PEAK BUSINESS REFLECTION

EVALUATE. DIAGNOSE. IMPROVE. GROW.



REFLECTION & ACTION PLANNING

Use this page to reflect on why you scored each area the way you did and identify the key actions needed to improve or maintain your performance.

SCORING GUIDE



80-100

Nearing the summit!

60-79

Middle of your climb!

0-59

Start climbing!

HOW TO USE THIS PAGE

1

Total your scores for an overall HP BUSINESS ASSESSMENT rating and enter it in the score box provided

2

Briefly explain why you rated yourself the way you did for each area.

3

List 1-3 things you need to start or stop doing to improve or maintain your score in this area.



1 MISSION VISION & CULTURE

MY SCORE

/10

EXPLANATION: Why did you score this way? _____

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____



2 LEADERSHIP & TEAM

MY SCORE

/10

EXPLANATION: Why did you score this way? _____

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____



3 STRATEGY TACTICS & FOCUS

MY SCORE

/10

EXPLANATION: Why did you score this way? _____

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____



4 PRODUCTS & SERVICES

MY SCORE

/10

EXPLANATION: Why did you score this way? _____

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____



5 OPERATIONS & SYSTEMS

MY SCORE

/10

EXPLANATION: Why did you score this way? _____

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____

HIGHER PEAK BUSINESS REFLECTION

EVALUATE. DIAGNOSE. IMPROVE. GROW.



REFLECTION & ACTION PLANNING

Use this page to reflect on why you scored each area the way you did and identify the key actions needed to improve or maintain your performance.

SCORING GUIDE



80-100

Nearing the summit!

60-79

Middle of your climb!

0-59

Start climbing!



6 TECHNOLOGY & DIGITAL

MY SCORE

/10

EXPLANATION: Why did you score this way?

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____



7 MARKET OPPORTUNITY & COMPETITION

MY SCORE

/10

EXPLANATION: Why did you score this way?

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____



8 MARKETING & SALES

MY SCORE

/10

EXPLANATION: Why did you score this way?

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____



9 GROSS REVENUE & NET PROFIT

MY SCORE

/10

EXPLANATION: Why did you score this way?

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____



10 CUSTOMER SATISFACTION & RATINGS

MY SCORE

/10

EXPLANATION: Why did you score this way?

START DOING: 1-3 things to start

1. _____
2. _____
3. _____

STOP DOING: 1-3 things to start

1. _____
2. _____
3. _____

OVERALL REFLECTION

What are your biggest strengths as a business?

What are your top 3 areas of opportunity?

1. _____
2. _____
3. _____

What is ONE commitment you will make to improve your business?

By When? _____

HIGHER PEAK BUSINESS DIAGNOSIS

RIGHT. WRONG. MISSING. CONFUSED.

EVALUATE. DIAGNOSE. IMPROVE. GROW.



WHAT IS THIS EXERCISE?

Every business challenge can usually be traced to one of four causes. Use this page to identify the root causes behind your assessment scores.



RIGHT

Things that are working well and should be protected, improved, or expanded.



WRONG

Problems, obstacles, inefficiencies, or actions that are hurting your performance.



MISSING

Resources, systems, people, skills, processes, or opportunities that are absent.



CONFUSED

Areas where there is a lack of clarity, alignment, communication, ownership, or direction.



WHAT'S RIGHT?

What is working well in your business today?

1. _____
2. _____
3. _____
4. _____
5. _____



WHAT'S WRONG?

What is creating friction, frustration, waste, or poor results?

1. _____
2. _____
3. _____
4. _____
5. _____



WHAT'S MISSING?

What do you need in your business that currently does not exist?

1. _____
2. _____
3. _____
4. _____
5. _____



WHAT'S CONFUSED?

Where is there uncertainty, lack of clarity, poor communication, or misalignment?

1. _____
2. _____
3. _____
4. _____
5. _____

TOP 3 ISSUES TO ADDRESS IN THE NEXT 90 DAYS

PRIORITY #1

PRIORITY #2

PRIORITY #3

HIGHER PEAK 90-DAY ACTION PLAN

FOCUS . EXECUTE. GROW.

This page is about selecting the most important priorities that will move your business forward over the next 90 days.

TOP 3 STRENGTHS

1. _____
2. _____
3. _____

TOP 3 GROWTH OPPORTUNITIES

1. _____
2. _____
3. _____

#1 PRIORITY	GOAL	KEY ACTIONS	OWNER
	_____	_____	_____
	SUCCESS	KEY ACTIONS	DUE DATE
	_____	_____	_____
#2 PRIORITY	GOAL	KEY ACTIONS	OWNER
	_____	_____	_____
	SUCCESS	KEY ACTIONS	DUE DATE
	_____	_____	_____
#3 PRIORITY	GOAL	KEY ACTIONS	OWNER
	_____	_____	_____
	SUCCESS	KEY ACTIONS	DUE DATE
	_____	_____	_____

QUARTERLY SCORECARD TARGETS	CURRENT SCORE	TARGET SCORE (90 DAYS)
1. Mission, Vision & Culture	___/10	___/10
2. Leadership & Team	___/10	___/10
3. Strategy, Tactics & Focus	___/10	___/10
4. Products & Services	___/10	___/10
5. Operations & Systems	___/10	___/10
6. Technology & Digital	___/10	___/10
7. Market Opportunity & Competition	___/10	___/10
8. Marketing & Sales	___/10	___/10
9. Gross Revenue & Net Profit	___/10	___/10
10. Customer Satisfaction & Ratings	___/10	___/10

HIGHER PEAK

ANNUAL PRIORITY ROADMAP

PLAN THE CLIMB.

Business owners often know what needs to be done but struggle with timing. Use this page to map your major priorities across the next four quarters.



FOCUS ON 1-3 KEY INITIATIVES PER QUARTER.

Once a priority is completed, move on to the next most important opportunity

Q1 QUARTER 1

1 PRIORITY 1

2 PRIORITY 2

3 PRIORITY 3

SUCCESS METRICS

☐ _____

☐ _____

☐ _____

Q2 QUARTER 2

1 PRIORITY 1

2 PRIORITY 2

3 PRIORITY 3

SUCCESS METRICS

☐ _____

☐ _____

☐ _____

Q3 QUARTER 3

1 PRIORITY 1

2 PRIORITY 2

3 PRIORITY 3

SUCCESS METRICS

☐ _____

☐ _____

☐ _____

Q4 QUARTER 4

1 PRIORITY 1

2 PRIORITY 2

3 PRIORITY 3

SUCCESS METRICS

☐ _____

☐ _____

☐ _____



ANNUAL VISION

At the end of the next 12 months, what will success look like?



ANNUAL TARGETS

REVENUE GOAL,

TEAM GOAL

PROFIT GOAL

CUSTOMER GOAL

**FOCUS ON THE RIGHT PRIORITIES AT THE RIGHT TIME.
CONSISTENT EXECUTION CREATES EXTRAORDINARY RESULTS.**

HIGHER PEAK RECOMMENDS

GROWTH & DEVELOPMENT

READING LIST

Leaders are Readers. Growth is a Choice.



WHY THIS MATTERS

The most successful business owners, leaders, and entrepreneurs are committed to continuous learning.

The books and resources below have shaped the way we think about leadership, business growth, personal development, wealth creation, marriage, and purpose.

These are some of the same resources we recommend inside the Higher Peak Coaching and Mastermind programs.



MARRIAGE. FAMILY. RELATIONSHIPS. FAITH

The Five Love Languages
- Gary Chapman

Love and Respect
- Emerson Eggerichs

His Needs, Her Needs
- Willard F. Harley

Understanding Women
- Alison Armstrong

The Voice of the Heart
- Chip Dodd

Crazy Love
- Francis Chan

Wild at Heart
- John Eldredge

Quest for Character
- John MacArthur



BUSINESS & LEADERSHIP

Traction
- Gino Wickman

Scaling Up
- Verne Harnish

The Lean Startup
- Eric Ries

Good to Great
- Jim Collins

The Five Dysfunctions of a Team
- Patrick Lencioni

Profit First
- Mike Michalowicz

CEO's Periodic Table
- Drew Neisser

Alex Hormozi
- YouTube Channel



HABITS & PRODUCTIVITY

The 7 Habits of Highly Effective People
- Stephen Covey

Atomic Habits
- James Clear

The Miracle Morning
- Hal Elrod



MONEY & WEALTH

The Millionaire Choice
- Tony Bradshaw

31 Days to Get Money Smart
- Tony Bradshaw

Rich Dad Poor Dad
- Robert Kiyosaki

Money Grows on Trees
- Jeremy Newsome

The Automatic Millionaire
- David Bach

The Death of Money
- James Rickards

The Creature from Jekyll Island
- G. Edward Griffin

HIGHER PEAK SUCCESS FORMULA



LEARN

Read consistently.



APPLY

Implement what you learn.



TEACH

Teach others what works.

Knowledge without action produces very little value.

This is how leaders grow.

HIGHER PEAK RECOMMENDS

GET BUSINESS SMART™

REAL BUSINESS. REAL LEADERSHIP. REAL RESULTS.

WHY LISTEN?

Most business owners are working hard but still feel stuck. The Get Business Smart Podcast helps business owners, entrepreneurs, and leaders grow their companies without sacrificing what matters most.

Hosted by Tony Bradshaw, former COO and executive leader of a \$100+ million company, each episode delivers practical business wisdom from people who have actually built, led, and grown successful businesses.

WHAT YOU'LL LEARN



STRATEGY & EXECUTION: Build a clear plan and execute with confidence.



LEADERSHIP & TEAM BUILDING: Lead well and build a team that wins together.



MARKETING & SALES GROWTH: Attract more customers and grow your revenue.



SYSTEMS & OPERATIONS: Create systems that bring freedom and scalability.



PROFIT & WEALTH CREATION: Increase profit and build lasting wealth.



BUILDING A BUSINESS WITH PURPOSE: Create impact and live a life of meaning.



ABOUT TONY BRADSHAW

Former Dave Ramsey executive (2001-2016)

Served as CIO, COO, and VP

Helped grow the company from \$3M to \$125M+

Business coach, author, speaker, and entrepreneur



Business success means nothing if you lose your family, your faith, or your purpose along the way

- Tony Bradshaw

LISTEN ON



Listen on
Apple Podcasts



Listen on
Spotify Podcasts



SCAN TO LISTEN

Start with the most popular episodes and discover what actually works in business.

GET BUSINESS SMART

WIN IN YOUR BUSINESS

A practical playbook for business owners who want to stop guessing, start growing, and build a business that works-so you can live the life you're meant to live.



CLARITY: Gain focus and move in the right direction.

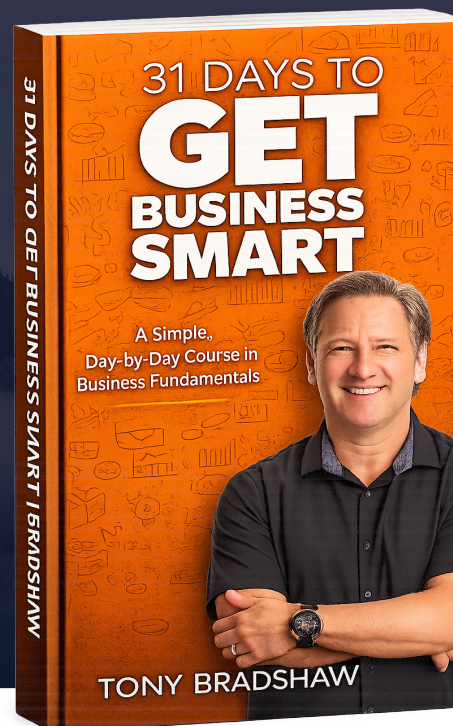


STRATEGY: Build systems and strategies that drive results.



FREEDOM: Create a business that gives you time, money, and impact

PRACTICAL STRATEGIES.
REAL RESULTS.
LASTING SUCCESS.



EVERY BUSINESS OWNER NEEDS A GAME PLAN.



GET DIRECTION

Clarify your mission, vision, and priorities



BUILD SYSTEMS

Create scalable systems that drive efficiency and growth



LEAD BETTER

Strengthen your team and build a culture of accountability.



INCREASE PROFIT

Improve financial results and build lasting wealth.



LIVE WITH PURPOSE

Build a business that supports the life and legacy you want.

TONY BRADSHAW

Business Coach. Entrepreneur.
Author. Speaker.

For over two decades, Tony has helped hundreds of business owners build stronger companies, create more profit, and design lives of freedom and purpose. He is the author of multiple books and the host of the Get Business Smart Podcast.



WHAT READERS ARE SAYING

Tony breaks down complex business concepts into simple, actionable steps that produce real results.

-JOSH ROGERS, ROGERS MORTGAGE

This book is a must-read for any business owner who wants to grow with clarity and confidence.

-PETE STRAYER, CMO AZURE STANDARD

Practical, powerful, and proven. Get Business Smart is a blueprint for success.

-WALT YATES, VERITAS GROWTH PARTNERS



GET YOUR COPY TODAY!

Available in paperback, eBook, and audiobook.





***Got a Question About
Your Business?***

Looking for a Coach?

Empowering business owners and leaders to reach higher peaks of success while finding balance and fulfillment in life, family, and relationships.



**BOOK A
STRATEGY
SESSION**

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