

For Business Coaches

Assessments provide key insights for your business coaching practice

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Whether you work with large organizations, small businesses or individuals, assessments can be a key part of your business coaching or consulting practice from lead generation through wrap-up.

Assessments can help provide key insights into organizational effectiveness:

- Communication style
- Employee perception of management
- Morale
- Commitment to customer service
- Corporate Culture
- Leadership styles and practices

Improve efficiency by using an assessment to identify a client's strengths, weaknesses, and needs up front, allowing you to focus your efforts on areas that will bring the greatest benefit to your client.

Offer assessments before and after a consulting engagement to measure and report progress. Segment and aggregate responses from employees, management, and different groups within an organization.

Assessments are also a great way to leverage the power of [engagement marketing](#) for lead generation.



Here are some examples of assessments our clients have created:

[Essential Qualities of Fundraising Leaders](#)
[Work Mode Assessment](#)
[Money Karma Quiz](#)
[Drive Accountability Leadership Survey](#)

This is a wonderful tool for anyone developing a transformational process for their clients. You can't decide to go somewhere if you don't know where you're at. That's what the assessments are there for. They get something for free and I get a client very often for life.

– [André Lavigne](#), Profitable Growth Coach, Workshop Facilitator, Author, and Public Speaker

I highly recommend Assessment Generator because their assessments are easy to set up, they look great, and they reliably work well. Assessment Generator is constantly improving their features and their customer support is nothing short of consistently stellar!

– [Abby Rohrer](#), Creator of Clear Your Money Karma