

STEP 4: Demonstrate Your Management Capabilities

Action Items

Checklist

	Status?	Target Date?	Responsibility?
<i>Management and Company Performance</i>			
Take stock of your company's track record and consider how best to present it to an investor.			
Identify the key functions that need to be managed in your business.			
Assess your management strengths and weaknesses in each of the key areas. (Use a Management Audit Tool or other method.)			
Prepare "report cards" on each of the important management functions.			
Prepare for investors' questions in each of these areas.			
Compare the management skills you have with those you need on a grid.			
Strengthen your management team through training, hiring, realigning roles, or adding expertise through a board or through advisors.			
<i>Competitive Position</i>			
Assess your overall competitive strength relative to your competitors.			
Develop strategies for managing areas of weakness more effectively.			



Be prepared to explain to investors your competitive position and the strategies you are using to improve it.			
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