

Determine What Business Owner Role Best Fits You

This quiz helps determine which business owner role is best suited for you: owner-operator, manager, or business investor. Your results will be based on your personal preferences, skill set, management experience, and desired level of involvement in the business.

Questions

1. Do you prefer to work with customers or employees or both?

- A. Definitely customers
- B. Mostly customers
- C. A mix of both customers and employees
- D. No customers, just employees

2. What is your comfort level delegating tasks to others?

- A. Very uncomfortable, I prefer to do everything myself
- B. Somewhat uncomfortable, but willing to delegate
- C. Comfortable delegating tasks/projects to team members
- D. Very comfortable, I delegate rather than complete tasks/projects myself

3. How would you describe your preferred work style?

- A. Hands-on and detail-oriented
- B. Involved but can step away from daily operations for short periods
- C. Oversight of daily operations with regular check-ins
- D. Hands-off: a general manager handles everything

4. What is your preferred role in the business you own?

- A. To be directly involved, keeping your finger on the pulse of the business
- B. To balance working “in” the business with working “on” the business
- C. To focus on growing and scaling a business
- D. To invest and generate income with minimal involvement

5. How do you handle unexpected challenges?

- A. I prefer to be on-site to address issues immediately
- B. I handle them as soon as I’m aware of the situation
- C. I delegate resolution to trusted team members
- D. I expect my manager to handle most challenges

6. What level of control do you want over the day-to-day operations?

- A. Complete control
- B. Significant control with some delegation to team members
- C. Moderate control with a reliable general manager handling operations
- D. Minimal control with full delegation to management

7. Do you have experience managing a team?

- A. No or prefer to have no employees
- B. Little to none, but willing to learn and manage a few people
- C. Some experience, comfortable with it and enjoy it
- D. Yes, experienced routinely managing direct reports

8. What is your business growth and expansion goal?

- A. Content with a small, profitable business
- B. Grow my business to include 1 - 2 additional units/territories/locations
- C. Create a business empire that dominates my market
- D. Build a business portfolio with multiple businesses

9. How important is work-life balance to you?

- A. Somewhat but willing to do whatever it takes, am career-oriented
- B. Fairly important, willing to work long hours at the beginning
- C. Important, need to balance business and personal/family life
- D. Very important, require minimal time involvement in the business

10. What is your comfort level making financial investments?

- A. Not much experience or prefer low investment level
- B. Some experience, OK with moderate investment level
- C. Experienced, willing to make sizeable investment to achieve my goals
- D. Lots of experience, comfortable with high investment level

11. How do you approach decision-making in a business?

- A. I make all decisions myself
- B. I make decisions with input from others
- C. I delegate decision-making to trusted managers
- D. I expect my managers to handle most decisions

12. How comfortable are you with training and developing employees?

- A. Little to no experience or prefer not to do it
- B. Some experience, willing do it as needed
- C. Prefer to hire experienced employees needing little training
- D. Prefer to let my general manager handle training and development

Scoring Key

Mostly A's:

Strongly suggests you are suited to be an Owner-Operator. You prefer direct involvement, few to no employees, and complete control over your business.

Mostly B's:

Indicates you lean toward Owner-Operator but with some delegation. You want significant control but are comfortable delegating some tasks and having a small team to lead.

Mostly C's:

Suggests you are well-suited for Executive Management or Manage-the-Manager Ownership. You prefer to lead your team and hold a General Manager (GM) or managers accountable. You will delegate daily operations management so your focus is on growing and scaling the business.

Mostly D's:

Strongly indicates you are suited to be an Investor Owner. You are comfortable making a significant financial investment so the business can run without you being there and having little to no involvement. You will run the business by the numbers and closely monitor KPIs to see if a course correction is needed.