



HEROIK CUP OF CLARITY

PRINTABLE DIY EDITION

www.heroikmedia.com

Introduction

Welcome to the printable DIY version of the Heroik Cup of Clarity exercise. Heroik Media & Technology Group is a comprehensive digital strategy consultancy that specializes in transforming good ideas into actionable strategies, from thought to profit.

We excel in digital transformation, innovation, AI management, and integrated communications, helping businesses modernize and create world-class digital experiences. By leveraging a blend of strategic planning, process optimization, and cutting-edge technology, Heroik empowers businesses to navigate the digital landscape, drive innovation, and achieve sustainable growth.

If you need help or advice don't hesitate to contact us.

www.heroikmedia.com

Via Voice or Text

East Coast Office: (865) 248-5309

West Coast Office: (650) 564-4376

Email: clarity@heroikmedia.com

On With The Show: There are 2 ways to use this tool.

- 1) You can fill it out, pondering the questions carefully, recording your answers and reflecting on them. This will increase your clarity, awareness and sense of urgency around your business's specific needs and goals.
- 2) Fill this out and share your answers with us via emailing your answers to clarity@heroikmedia.com and we will reflect on them and send you a roadmap of recommended action steps.

The choice is yours. Either way, committing to this exercise will bring value to your business.

Instructions: This is a simple Q&A. Answer all of the following questions to the best of your ability. If you do not know the answer to a question, write out "I do not know the answer" or, "I don't have a strategic plan" or, "I haven't thought about that with my team." This helps us assess the needs and challenges of your business. Let's get to it!

General Business Overview

1. What is the name of your business?

2. Where is your business located?

3. Who is your target market (age, demographics, interests, etc.)?

4. What are the core values and mission of your business?

5. What is your unique selling proposition (USP) or what makes your business different from competitors?

6. What is your business's current annual gross revenue?

- Less than \$1M
- \$1M - \$5M
- \$5M - \$10M
- \$10M - \$25M
- \$25M - \$50M
- More than \$50M

7. How many employees do you currently have?

- 1-10
- 11-25
- 26-50
- 51-100
- 101-500
- More than 500

8. What industry is your business in? (Check all that apply)

- Technology
- Healthcare
- Finance
- Retail
- Manufacturing
- Education
- Professional Services
- Other (Please specify):

9. What are the primary products or services your business offers?

Current Business Challenges

10. What are the top three challenges your business is currently facing? *(Check all that apply)*

- Customer Acquisition
- Revenue Growth
- Cost Management
- Employee Retention
- Product Development
- Market Expansion
- Digital Transformation
- Compliance and Regulations
- Other (Please specify):

11. How urgent are these challenges?

- Critical (Immediate action needed)
- High (Action needed within 3-6 months)
- Moderate (Action needed within 6-12 months)
- Low (Action needed within 12-24 months)

Digital Strategy and Transformation

12. What digital transformation initiatives have you implemented in the last 2 years? *(Check all that apply)*

- E-commerce Platform
- CRM Implementation
- Digital Marketing Strategy
- Cloud Migration
- Data Analytics
- AI/Automation
- None
- Other (Please specify):

13. How satisfied are you with your current digital strategy?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

14. What is the main goal of your digital strategy over the next 12 months?

Growth and Market Expansion

15. Which markets are you currently serving? (Check all that apply)

- Local
- National
- International (Specify regions):

16. What are your primary growth objectives for the next 12 months? (Check all that apply)

- Increase Market Share
- Launch New Products/Services
- Expand into New Markets
- Increase Operational Efficiency
- Improve Customer Experience
- Other (Please specify):

Customer Experience and Retention

17. How would you rate your current customer satisfaction levels?

- Excellent
- Good
- Average
- Below Average
- Poor

18. What strategies do you have in place for customer retention? *(Check all that apply)*

- Loyalty Programs
- Personalized Communication
- Customer Feedback Loops
- Regular Engagement via Social Media/Email
- None
- Other (Please specify):

Leadership and Decision-Making

19. Who is the primary decision-maker in your company regarding strategic initiatives?

- CEO/Founder
- COO
- CFO
- CTO/CIO
- Marketing Director
- Other (Please specify):

20. How involved is your leadership team in day-to-day operations?

- Highly Involved
- Moderately Involved
- Only in Strategic Decisions
- Not Involved

Future Vision and Goals

21. What are your top three strategic goals for the next 2-3 years?

22. What obstacles do you foresee in achieving these goals?

23. How open are you to receiving external consulting or advisory services to achieve these goals?

- Very Open
- Open
- Neutral
- Reluctant
- Not Open

24. Do you have Any Additional Specific Service Needs? (Check all that apply)

- Integrate AI into Business
- Modernize Core Business Activities
- Digital Strategy Development
- Knowledge Management System Development
- Web Design
- Digital Asset Management System Development
- Process Optimization / Automation
- Workforce Retention Strategy
- Develop a World-Class Brand
- App Development
- Marketing Services
- Content Strategy/ Creation / Production /Distribution
- Professional Services / Heroik Consultation
- Unknown
- Other (Please specify):

25. One More Thing: Provide Your Basic Contact Information so we can send you your tailor made Heroik Roadmap

First Name:

Last Name:

Email:

Phone:

Organization:

26. How Did you hear about Heroik?

27. Have you worked with a professional services firm like Heroik on previous projects?

Congratulations! You've reached the finish line.

Next Steps

1. Review and reflect on your answers, and consider emailing them to clarity@heroikmedia.com to get your FREE tailor made roadmap.
2. Review your roadmap, or you can go ahead and schedule a video conference Cup of Clarity session to discuss your answers in a deeper dive.
3. Take a look at the [Heroik website](#) and consider enrolling in one of our programs to start your digital transformation journey.

Contact Heroik

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