

The Ideal Partner Scorecard

MINDSET	STEER CLEAR			PROCEED WITH CAUTION			GREAT POTENTIAL			IDEAL PARTNER			SCORE
	1	2	3	4	5	6	7	8	9	10	11	12	
INTEGRITY	Their only motivator in business is money. They'll do a deal for financial gain even though it may conflict with their values. They consistently put their own needs above those they do business with, getting what they can out of people but rarely giving back. They often make promises upon which they fail to deliver.			They want to do the right thing but fail to deliver on their commitments more often than they should. They have strong values but they may be willing to bend them to get a deal done. Their needs come first but the needs of others come a close second.			They are recognised as being a reliable person of their word that goes about doing things in the right way for the right reasons – although they sometimes feel they could do better. They are fair and reasonable in their business relationships.			They take pride in their strong morals and ethics that guide their decisions and actions. They believe in doing the right thing in business even when this means walking away from a deal. They consider the way they do business as being just as important as achieving their objectives. People trust them because their actions speak as loud as their words.			
MOTIVATION	They don't really get what engagement is all about and see it as little more than the latest buzz word. They've no interest in investing their time or energy into anything other than just getting by and maintaining the status quo. They have a scarcity mindset which means they worry about other people stealing their customers and there not being enough to go around.			They are interested in the possibility of having a positive impact on the world outside of their immediate network but don't have a plan to turn interest into action. They sometimes fall into the trap of being a dreamer rather than a doer meaning that they haven't yet made the impact they are capable of.			They are already making a difference – but not to the numbers or impact they would perhaps like. They have clear ideas and plans that create a positive impact beyond their own situation and are motivated to widen their reach.			They really care, and achieve a great sense of satisfaction from, making a difference in the world. They are proud, energised and passionate about what they do. They're tenacious - they get things done and make things happen – and as a result, people feel a positive impact. They're resourceful and 'own' what they commit to.			
IMPACT	They are purely focused on achieving the results to meet their personal needs rather than positively impacting others. They make big plans but they seldom manifest themselves in reality. They talk a great game but don't take the necessary action to make progress or give up at the first hurdle.			They don't actively seek feedback but if it's provided, depending who it's coming from, they may listen although don't necessarily take action. They know they can learn from the feedback of others but don't necessarily want to hear it.			They understand the value of being coachable and hearing feedback. Whilst they don't often seek it, when feedback is provided, they both value it and act upon it. They understand that other people's feedback can be a key contributor to growth.			They actively seek and listen to feedback – they look for learning and they are coachable. Moreover, they take action as a result of feedback and use it as a way to grow both their business and personally.			
INFLUENCE	They have an unstructured, sporadic approach to communication. They have two ears and one mouth but don't necessarily use them in that order - as a result, communication often becomes strained, defensive and ambiguous. They spend all their time in defense/survival mode and therefore don't inspire confidence in other people.			Their approach to communication usually works – but they sometimes drop the ball meaning people can view them as unreliable – which damages their influence. People within their immediate circle respect their views but they don't seek to extend their influence beyond that.			They are structured and organised in the way they communicate with those in their network – adjusting their approach to suit their audience. People in their network look to them for guidance and follow their advice.			Because they are engaged, they are engaging. They're a confident communicator who has the ability to educate and connect with their audience in a meaningful way. They're a person of influence within their immediate network and far beyond. People actively seek their opinion and views. Where they lead, others follow.			
COMMUNITY	They have no interest in being part of a community because they believe there's little left to learn from interaction with others. Their motto is 'every man for himself'. They keep their knowledge to themselves rather than sharing it.			They don't truly understand the power of community, instead preferring to rely only on themselves. They often take more from their community than they give. They will happily share their knowledge with others when asked to do so but don't go out of their way to offer it.			They understand the power of a like-minded community but sometimes hold back. They proactively support their community and let them support themselves. They appreciate that a strong community can help them raise their game to the next level.			They thrive on being an active part of a community of like-minded people in a way that inspires and motivates others. They enjoy and understand the value of learning from and contributing to others, sharing successes and transferrable insight so that collectively and individually they're all maximising their potential.			

NAME _____ DATE _____

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