THE KNOWN CONSULTING

HUMAN EDGE ASIA

AI Business Health Check

Before we talk about AI, let's find out where your business is really feeling the pinch. Takes about 6 minutes. Be honest with your answers. The more real they are, the more useful my recommendations will be for you.

STEP 1 OF 5

First, a bit about you

Your name

Company

Industry

Based in (country)

Email

Mobile / WhatsApp

Your role

- ○ CEO / Founder / Owner
- ○ Managing Director / GM
- ○ HR / L&D Head
- ○ Sales Director
- ○ Sales Manager
- ○ Operations Head
- ○ Customer Service / Call Centre Head
- ○ Agency Leader
- ○ Others: _____

Company size (staff)

- ○ 1 to 10
- ○ 11 to 50
- ○ 51 to 200
- ○ 201 to 500
- ○ Above 500

STEP 2 OF 5

What do you want to achieve in the next 12 months?

Tick up to 3. Focus on what really matters to you.

- ☐ Grow revenue
- ☐ Win more clients
- ☐ Close deals faster
- ☐ Cut costs
- ☐ Save time on admin
- ☐ Better customer experience
- ☐ Build a stronger team
- ☐ Scale without hiring more
- ☐ Use AI properly

STEP 3 OF 5

Where is the business feeling the pinch?

Circle one number for each statement. 1 = not an issue for us, 5 = big headache. Then add up the 3 numbers in each area and divide by 3 for your area score.

Sales & Pipeline	1	2	3	4	5
Leads come in, but follow-up is slow or not consistent.	1	2	3	4	5
Our closing rate is lower than it should be.	1	2	3	4	5
Sales people spend too much time on admin instead of selling.	1	2	3	4	5

Area score (total ÷ 3): _____

Customer Response	1	2	3	4	5
Customers wait too long for a reply (WhatsApp, email, calls).	1	2	3	4	5
The same questions get asked again and again.	1	2	3	4	5
Service quality depends on who picks up.	1	2	3	4	5

Area score (total ÷ 3): _____

Admin & Operations	1	2	3	4	5
Too much manual work: copy-paste, re-keying data, chasing approvals.	1	2	3	4	5
Quotations, proposals and reports take too long to prepare.	1	2	3	4	5
Our processes live in people's heads, not in proper SOPs.	1	2	3	4	5

Area score (total ÷ 3): _____

People & Performance	1	2	3	4	5
New staff take too long to become productive.	1	2	3	4	5
Hard to keep the team motivated and performing consistently.	1	2	3	4	5
Training doesn't stick once the session is over.	1	2	3	4	5

Area score (total ÷ 3): _____

Data & Decisions	1	2	3	4	5
Getting a clear picture of the numbers takes days, not minutes.	1	2	3	4	5
Data is scattered across Excel, WhatsApp, emails and systems.	1	2	3	4	5
Big decisions are made more on gut feel than on data.	1	2	3	4	5

Area score (total ÷ 3): _____

AI Readiness	1	2	3	4	5
The team is not sure how to use AI tools properly at work.	1	2	3	4	5
We tried AI before but it didn't stick or show results.	1	2	3	4	5
We're worried about data safety and doing AI the wrong way.	1	2	3	4	5

Area score (total ÷ 3): _____

STEP 4 OF 5

Your tools and AI readiness

What does the team use day to day?

- ☐ WhatsApp
- ☐ Excel / Google Sheets
- ☐ CRM (HubSpot, Zoho, Salesforce)
- ☐ Accounting (Xero, QuickBooks)
- ☐ Microsoft 365
- ☐ Google Workspace
- ☐ ChatGPT / Copilot / Claude
- ☐ Call centre system
- ☐ Mostly manual / paper

Where is your company with AI today?

- ○ Not using AI yet
- ○ A few staff try on their own
- ○ Some teams use it
- ○ Rolled out company-wide

When do you want to see change?

- ○ Within 1 month
- ○ 1 to 3 months
- ○ 3 to 6 months
- ○ Just exploring

Monthly budget you're comfortable with

- ○ Below S$500
- ○ S$500 to S$2,000
- ○ S$2,000 to S$5,000
- ○ Above S$5,000
- ○ Not sure yet

STEP 5 OF 5

In your own words

What's the one thing keeping you up at night about the business?

If we could fix one thing in the next 90 days, what would make the biggest difference?

Anything you've already tried that didn't work?

YOUR RESULTS

Where AI can help you first

Copy your area scores below. Your 3 highest scores are where to start. We'll fine-tune the solutions together for your business.

Area	Your score	Where AI can help
Sales & Pipeline		**AI Sales Engine** Automated lead follow-up on WhatsApp and email, AI call scripts and objection handling built on psychology selling, a CRM that updates itself.
Customer Response		**AI Customer Assistant** 24/7 assistant on WhatsApp or your website for common questions, smart hand-over to staff, consistent replies.
Admin & Operations		**Workflow Automation** Automate data entry, reminders and approvals. AI drafts quotations, proposals and reports in minutes. SOPs staff can ask anytime.
People & Performance		**AI + High Performance Coaching** AI onboarding buddy trained on your SOPs, Gallup Strengths and mental toughness coaching, follow-up nudges so training sticks.
Data & Decisions		**Live Business Dashboard** Key numbers in one dashboard automatically, a weekly AI summary for management, alerts when a KPI goes off track.
AI Readiness		**AI Adoption Programme** Hands-on AI workshop using your real work, prompt playbooks for each role, simple AI guidelines to keep company data safe.

Reading your score 3.7 and above: **Urgent** · 2.7 to 3.6: **Watch** · below 2.7: **OK**

Send your completed form to me

Snap a photo of each page and WhatsApp it to me. I'll go through it personally and come back to you with what makes sense for your business. No hard sell, promise.

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COACH BEN
Performance Strategist | Business & AI Transformation
High Performance Coach · Psychology Selling Coach
Certified Mental Toughness Coach (USA) · Certified Gallup Strengths Coach
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