

# Business Health Matters Launches FREE '1-Minute Business Success Quiz' to Help Entrepreneurs Benchmark Company Health

TAMPA, FL, UNITED STATES, November 12, 2025 /EINPresswire.com/ -- Business Health Matters™, founded by 4X INC 5000 CEO and author Alan Wozniak, has announced the launch of the FREE [1-Minute Business Success Quiz](#), a data-driven diagnostic tool designed to assess the operational and strategic health of small and mid-sized businesses.



The assessment, based on Wozniak's book [The Small Business BIG EXIT](#), evaluates organizations across eight critical pillars of business performance: business strategy, operations, marketing, culture, sales, financial management, customer centricity, and exit readiness.

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So many entrepreneurs operate in reactive mode, and they don't realize where their real blind spots are. This quiz gives them clarity—in just sixty seconds—to refocus and grow intentionally.”

*Alan Wozniak, CEC, CIEC  
President*

According to Wozniak, the initiative was developed to address a growing need among business leaders for accessible, evidence-based tools that provide objective insights into company performance. “Many entrepreneurs operate with limited visibility into their business health,” said Wozniak. “The quiz provides an efficient, data-informed snapshot that helps leaders identify strengths and vulnerabilities before they become operational risks.”

An Analytical Approach to Business Health

The 1-Minute Business Success Quiz applies an algorithmic scoring model that generates an immediate Business Health Score for each of the eight foundational categories. The assessment is grounded in over three decades of business leadership experience and the methodologies presented in *The Small Business BIG EXIT*, which emphasizes scalable growth and exit strategy planning.

Each participant receives a complimentary executive summary outlining category performance and key areas for improvement. The report is designed to support executives, founders, and business owners in strategic planning, organizational alignment, and operational efficiency.

### Industry Context and Relevance

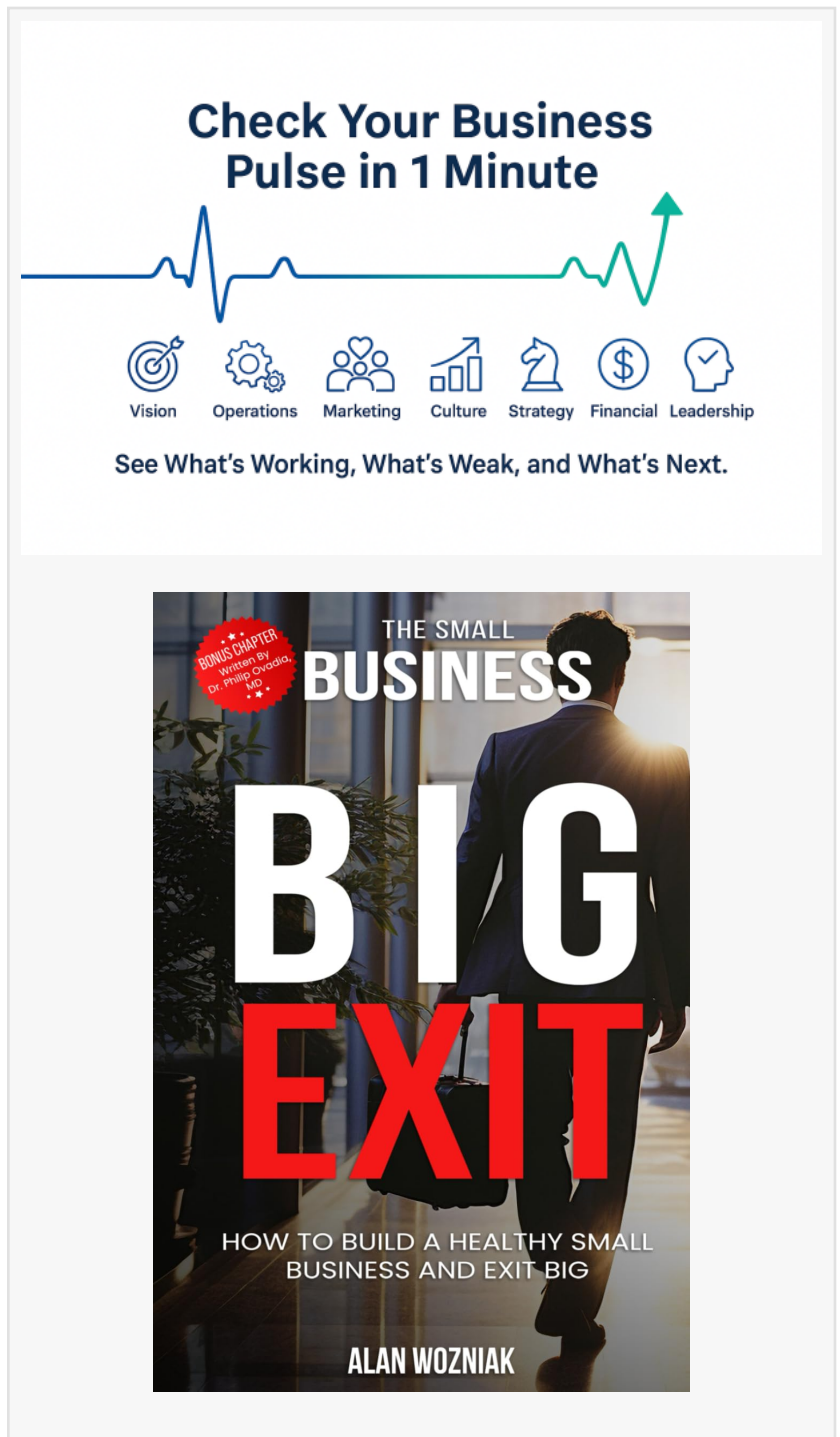
Recent data from the International Coaching Federation and IBISWorld indicate that the global business coaching and advisory market is projected to exceed \$7.3 billion by 2025, driven by demand for performance analytics, leadership development, and AI-assisted management tools.

Wozniak's framework aligns with these market trends, integrating both qualitative and quantitative assessment methodologies to help organizations adapt to evolving operational challenges. The 1-Minute Business Success Quiz offers a structured approach to diagnosing and prioritizing improvement areas without requiring extensive time or resources.

### About the 8 Pillars of a Healthy Business

The assessment framework measures organizational performance using eight interdependent dimensions:

- \* Business Strategy Vision – Clarity of direction and measurable planning
- \* Operations – System scalability and process efficiency
- \* Marketing – Market positioning and message effectiveness



- \* Culture – Employee engagement and leadership alignment
- \* Sales – Conversion performance and client acquisition strategies
- \* Financial Health – Budget control and fiscal sustainability
- \* Customer Centricity – Client retention and satisfaction levels
- \* Exit Readiness – Succession planning and enterprise value creation

Each pillar contributes to an organization's composite Business Health Index, supporting data-driven decision-making and long-term sustainability.

#### Availability of The Small Business BIG EXIT

The principles behind the quiz are detailed in Alan Wozniak's latest publication, The Small Business BIG EXIT: A Proven Framework for Building a Healthy, Scalable, and Sale-Ready Company.

The book is available through the following major retailers:

Amazon: <https://www.amazon.com/Small-Business-Big-Exit-Healthy-ebook/dp/B0FHC21M9Q>

Barnes & Noble: <https://www.barnesandnoble.com/w/the-small-business-big-exit-alan-wozniak/1148226520>

The publication expands on the 8-Pillar Model and provides a structured roadmap for business leaders preparing for strategic growth or succession.

#### About Business Health Matters™

Business Health Matters™ is a professional development and business analytics organization focused on improving the performance and long-term viability of small and mid-sized enterprises. The firm combines leadership training, performance diagnostics, and AI-driven tools to support business growth and exit readiness.

Founded by Alan Wozniak, a veteran entrepreneur and 4X INC 5000 honoree, Business Health Matters provides data-backed resources to help organizations assess operational health and prepare for scalable growth or acquisition.

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