FREE SELF-REFLECTION ASSESSMENT

Find Your Shift.

Choose a useful focus for the work in front of you.

16 questions about your habits, message, profile, and conversations. Answer, tally, and choose one practical task.

- **Foundation Shift**
- **Identity Shift**
- **Profile Shift**
- **Conversion Shift**

A reflection tool, not a validated diagnostic test. It does not measure ability, uncover hidden problems, or predict sales.

By Duane "Duey" Palen | Developed with ChatGPT assistance

START HERE

Answer. Count. Choose a task.

Allow about 10-15 minutes; take longer when you need it. No business, customers, or sales history is required.

1 / Use what you can currently observe.

Choose the closest current obstacle, not your ideal result. If you are new, use your first planned task or a practice draft. Several options may fit; choose the one most relevant to a task you need to finish.

2 / Select ONE answer for every question.

On pages 3-10, choose A, B, C, D, or E. Choose E when the issue does not apply.
The fillable circles allow one answer per question. On paper, circle one letter. Do not skip questions.

3 / Tally manually on page 11.

Use the key for A-D. E counts as an answer and adds zero points. Record the four totals.
Their sum equals the number of A-D answers (0-16). This PDF is scored manually.

4 / Use ties to choose, not to get stuck.

Page 11 explains ties for both Primary and Secondary Shift. Scores suggest a focus based on your answers; they do not diagnose the cause of a business problem.

5 / Take one useful next step.

If you have a Primary Shift, select it at My Next Shift. If all scores are zero, see page 11.
Page 12 includes the My Next Shift link and optional workbook and profile resources.

Save a copy before filling. Use a PDF reader with form support, save, and reopen to confirm your first selection remains. If your phone viewer does not support fields, try another PDF reader or print. Keep longer task notes separately.

QUESTIONS 1-2 OF 16

Choose the closest current obstacle.

One answer per question. Use your actual work or a first practice task; there are no right or wrong answers.

QUESTION 01

Which obstacle most often gets in the way when you sit down to work?

- ○ **A** I switch tasks or keep learning without finishing the item I chose.
- ○ **B** I struggle to explain my approach in words that sound like me.
- ○ **C** My profile does not clearly introduce who I help and what I do.
- ○ **D** I struggle to ask a useful question when someone shows interest.
- ○ **E** This isn't an issue for me right now.

QUESTION 02

When you explain your work to someone new, where do you get stuck?

- ○ **A** I explain my work before asking what the other person needs.
- ○ **B** My explanation makes sense, but my profile says something different.
- ○ **C** I have not made time to practice and improve my explanation.
- ○ **D** I rely on broad slogans instead of a clear point of view.
- ○ **E** This isn't an issue for me right now.

QUESTIONS 3-4 OF 16

Choose the closest current obstacle.

One answer per question. Use your actual work or a first practice task; there are no right or wrong answers.

QUESTION 03

Look at your latest public post, or your first practice draft. What needs attention?

- ○ **A** The wording could belong to almost anyone promoting the same offer.
- ○ **B** I keep drafting or collecting ideas without finishing a useful post.
- ○ **C** My invitation jumps to an offer without helping someone choose a next step.
- ○ **D** The post and my profile introduce different topics or audiences.
- ○ **E** This isn't an issue for me right now.

QUESTION 04

When you choose something to learn, which problem is closest to yours?

- ○ **A** I learn useful things but my profile gives visitors little sign of my focus.
- ○ **B** I learn what to recommend but struggle to check whether it fits a person.
- ○ **C** I borrow the teacher's language instead of developing my own explanation.
- ○ **D** I collect lessons but rarely schedule a task to apply one.
- ○ **E** This isn't an issue for me right now.

QUESTIONS 5-6 OF 16

Choose the closest current obstacle.

One answer per question. Use your actual work or a first practice task; there are no right or wrong answers.

QUESTION 05

Check your bio, or write a first draft. Which issue is most visible?

- ○ **A** I keep putting off writing or testing it.
- ○ **B** I know my message, but the bio leaves it out or makes it hard to find.
- ○ **C** I cannot clearly name who I help and the problem I understand.
- ○ **D** The bio pushes people toward a purchase before explaining a useful first step.
- ○ **E** This isn't an issue for me right now.

QUESTION 06

With a real beginner question, or one seen in a relevant group, what is hardest?

- ○ **A** Asking a clarifying question before recommending something.
- ○ **B** Explaining my view with a reason and an example in my own voice.
- ○ **C** Making time to prepare a useful answer and follow through.
- ○ **D** Knowing whether a person checking my profile would find a clear introduction.
- ○ **E** This isn't an issue for me right now.

QUESTIONS 7-8 OF 16

Choose the closest current obstacle.

One answer per question. Use your actual work or a first practice task; there are no right or wrong answers.

QUESTION 07

Look at your most recent planned task. What happened?

- ○ **A** I finished something, but it did not clearly express my perspective.
- ○ **B** I did not define a finish point or protect time to work on it.
- ○ **C** I made useful content, but my profile still points to an unrelated focus.
- ○ **D** I prepared an offer or link without first considering the person's situation.
- ○ **E** This isn't an issue for me right now.

QUESTION 08

Which specific mismatch can you identify in your current work?

- ○ **A** My cover, bio, pinned post, and recent posts tell different stories.
- ○ **B** My schedule has learning time but little time to apply it.
- ○ **C** The next step I suggest does not follow from the question being asked.
- ○ **D** The message I use does not match how I naturally explain things.
- ○ **E** This isn't an issue for me right now.

QUESTIONS 9-10 OF 16

Choose the closest current obstacle.

One answer per question. Use your actual work or a first practice task; there are no right or wrong answers.

QUESTION 09

Review a recommendation you made, or one you are preparing. What is missing?

- ○ **A** I do not yet understand what the person needs or whether they want the link.
- ○ **B** I cannot explain in my own words why I consider it useful.
- ○ **C** My profile gives little context for why I discuss this topic.
- ○ **D** I have not checked the resource, cost, or time needed to use it.
- ○ **E** This isn't an issue for me right now.

QUESTION 10

If you are just starting, use your first planned task. What is blocking progress?

- ○ **A** I have not chosen a small task, a time, or the tools and budget it needs.
- ○ **B** I do not know how to move from interest to a helpful, agreed next step.
- ○ **C** I have not clarified the person, problem, or viewpoint behind my message.
- ○ **D** My profile does not yet show the clear message I can explain aloud.
- ○ **E** This isn't an issue for me right now.

QUESTIONS 11-12 OF 16

Choose the closest current obstacle.

One answer per question. Use your actual work or a first practice task; there are no right or wrong answers.

QUESTION 11

When you review your last few posts or drafts, which pattern stands out?

- ○ **A** Together they leave a profile visitor unsure what to expect from me.
- ○ **B** They repeat slogans without reasons, observations, or examples.
- ○ **C** They ask for a click or purchase without explaining who the next step helps.
- ○ **D** There is no workable routine for finishing and reviewing them.
- ○ **E** This isn't an issue for me right now.

QUESTION 12

Imagine a stranger asks, "Why should I follow you?" Which answer is closest?

- ○ **A** I struggle to say what perspective or help makes my content worth following.
- ○ **B** I can explain it, but a stranger would not learn it from my profile.
- ○ **C** I have not done enough focused practice to show a useful example yet.
- ○ **D** I am tempted to pitch a program instead of answering their question.
- ○ **E** This isn't an issue for me right now.

QUESTIONS 13-14 OF 16

Choose the closest current obstacle.

One answer per question. Use your actual work or a first practice task; there are no right or wrong answers.

QUESTION 13

When you look at feedback, or plan to ask for it, what is hardest?

- ○ **A** Finding out what someone needs before proposing another step.
- ○ **B** Scheduling the check and keeping a record of what I changed.
- ○ **C** Checking what an unfamiliar visitor learns from my public profile.
- ○ **D** Checking whether people understood my meaning and point of view.
- ○ **E** This isn't an issue for me right now.

QUESTION 14

Consider a recent conversation, or a clearly labeled practice example. What needs work?

- ○ **A** I need my profile to support the introduction I make in conversation.
- ○ **B** I need to explain my own view without borrowed claims or jargon.
- ○ **C** I need a simple routine to prepare, respond, and keep agreed follow-up notes.
- ○ **D** I need to listen, clarify the need, and respect a decline or poor fit.
- ○ **E** This isn't an issue for me right now.

QUESTIONS 15-16 OF 16

Choose the closest current obstacle.

One answer per question. Use your actual work or a first practice task; there are no right or wrong answers.

QUESTION 15

Which unfinished item can you point to right now?

- ○ **A** A practice task with no realistic time slot or clear finish point.
- ○ **B** A message that still lacks a clear belief, reason, or example.
- ○ **C** A question or recommendation that does not yet fit the person's need.
- ○ **D** A confusing profile section or visitor link I have not checked.
- ○ **E** This isn't an issue for me right now.

QUESTION 16

Before seeking more reach, which issue can you currently see?

- ○ **A** My message does not clearly express who I help and how I approach the problem.
- ○ **B** I have not worked out how to help an interested person choose an appropriate step.
- ○ **C** My routine cannot reliably support the work I am planning.
- ○ **D** My profile does not communicate the message I can explain elsewhere.
- ○ **E** This isn't an issue for me right now.

SCORING / MANUAL TALLY

Your answers suggest a focus.

Count one point for each A-D selection using this key. E adds zero points in every row.
The combined total must equal the number of A-D answers (0-16). Answer all 16 questions.

ANSWER KEY

Q	A	B	C	D
1	F	I	P	C
2	C	P	F	I
3	I	F	C	P
4	P	C	I	F
5	F	P	I	C
6	C	I	F	P
7	I	F	P	C
8	P	F	C	I
9	C	I	P	F
10	F	C	I	P
11	P	I	C	F
12	I	P	F	C
13	C	F	P	I
14	P	I	F	C
15	F	I	C	P
16	I	C	F	P

F = Foundation
I = Identity
P = Profile
C = Conversion

No Immediate Shift Identified
If all four scores are zero, do not select a Primary or Secondary Shift. None of the listed obstacles stands out right now. Explore The Authority Shift at your own pace.

COUNT YOUR POINTS

Foundation

Identity

Profile

Conversion

Combined total (0-16)

Primary Shift

Secondary Shift

Primary: highest total. Secondary: highest remaining total after choosing your Primary.

Tie for first? Choose the tied Shift blocking a task you need to finish now. Select your Secondary from the remaining highest scores.

Tie for second? Choose the tied area most relevant to your next task. Keep the others for later. If all four tie, use the same task-first rule.

YOUR NEXT STEP

One focus. One useful task.

The four Shifts are connected areas, not prerequisites to complete in order. Your result is a starting choice, not a permanent label.

Open My Next Shift - your recommended next stop

Visit www.mynextshift.net. Choose your Primary Shift under Find My Focus, then open My Action Plan. Free; no account or email required. Progress stays in that browser and does not follow you to another device.

OPTIONAL / UNDERSTAND YOUR CHOSEN SHIFT

Foundation Shift Mindset, skills, habits, systems, tools, and financial clarity.

www.theauthorityshift.net/foundation_shift/

Identity Shift Your voice, point of view, and recognizable personal brand.

www.theauthorityshift.net/identity_shift/

Profile Shift A clearer introduction through your Facebook profile.

www.theauthorityshift.net/profile_shift/

Conversion Shift Listening, understanding needs, and a useful next step.

www.theauthorityshift.net/conversion_shift/

SUPPORTING RESOURCES / FREE, NO EMAIL REQUIRED

Trust Before Traffic Workbook

Work through the lesson and action sheet for your chosen Shift.

www.theauthorityshift.net/trust-before-traffic/

Facebook Profile Blueprint

Use a deeper profile audit when Profile is your focus.

www.theauthorityshift.net/profile-blueprint/

My first task and when I will work on it

Coffee With Duey: facebook.com/groups/coffeewithduey