

Business Owner's Personal Assessment

“Heart” (Feeling) Questions:

- What do you love about your Company?
- How do you feel about taking the business to the next level (growth)
- How important is your Company to the community?
- How much longer do you feel that you want to work in the business?
- What would be your ideal dream job?
- What do you love to do outside your job?
- How do you feel about retirement?
- What would you like to do when you retire?
- How do you feel about selling/transferring the business to (family) (employees) (3rd party)?
- How does your spouse feel about selling the Company?
- How would your children who work in the business feel about you selling the Company?
- How would your key managers feel about you selling the Company?
- What's the most important thing in your life right now?
- What customers do you feel would be most affected about you selling the business?
- What other people around you would be most affected by your decision to sell the Company?
- How important is the business to achieving financial security upon your retirement?
- Who are your trusted advisors that you call upon for advice about the business?

Goals and Objectives Checklist			
Rank your answers to the following questions:	Agree	Neutral	Disagree
1. When I leave the business, I want to continue my present financial life style			
2. I would like to retire all together from the business by transferring both ownership and management responsibilities			
3. I would like to begin transferring some ownership in the business to someone on the inside or outside, yet stay involved as part of management			
4. I would like to transfer management responsibilities to someone else, but still maintain my ownership in the business			
5. I'm not ready to transfer either ownership nor management at this particular point in time			

Visioning Questions

“Picture” what you will be doing one (1) to three (3) years from now:

- Still working in the business?
- Growing the business by way of _____?
- Transitioning Management of the Business to _____?
- Transitioning Ownership of the business to _____?
- Owning a new business in _____?
- Golfing, fishing, sailing, etc.?
- Volunteer work at _____?
- Traveling to _____?
- Moving to _____?