

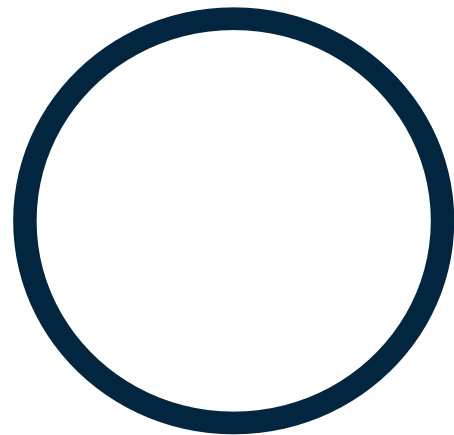
Session Preparation – *appreciated, but not required*

Questions to think about:

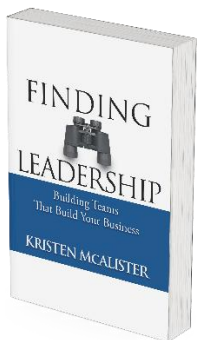
- Why did you start/buy your business? *If non-owner - why did you take the role?*
- What do you want to accomplish with the business? How will you know you have accomplished it?
- How does the business serve you (and your family)?
- Below is a sample list of business objectives. How are your resources (ie. money, energy, your time) being distributed/deployed amongst the below. You can add to the list. Not every item needs a % or is applicable.

- ▶ Operational efficiencies: _____%
- ▶ Environmental sustainability: _____%
- ▶ Social responsibility: _____%
- ▶ Risk management: _____%
- ▶ Customer satisfaction/experience: _____%
- ▶ Customer retention: _____%
- ▶ Customer acquisition: _____%
- ▶ Business adaptability: _____%
- ▶ Performance & reputation: _____%

If you prefer a more visual representation,
divide up the below pie chart.



For readers in the group:



Book: [Finding Leadership](#)