

Shape Your Future: your business reflects your people

7 Questions to Ask Yourself, as a Leader, Founder, Entrepreneur, Business Owner

1. What is your business? (Type)

What type of business do you have? What industry? Who does it serve?

2. Why does it exist? (Cause)

What is the cause - the purpose? What is the intention? Why does it matter? How would people 'connect' to your business (as in, would people understand what you do and why, would it matter to them?)

4. What's your #1 challenge, right now? (Problem)

What's getting in the way to growth? What are your customers saying about you?

3. What do you want to achieve? (Vision)

Write down what you would like - your wants? What do you want out of your next role? What do you want out of your next idea / business?

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5. What are it's USPs? vs What don't you like about your business? (Brand)

*Above the line, write down all the you love, that are it's selling points, strengths, identifiable reasons the business exists?
Underneath line, write down all the things that you don't like about your business.*

Loves. USP's, Strengths, Identifiable reasons the business exists

Dislikes. Poor Feedback, Improvements

6. What are the top 3 values of your business?

What values does your business hold true - that it stands by?

7. Is all that you have written true?

*Read your responses and read again. Ask your teams.
Would your people say the same? If the same, are you saying this in your bid to hire?
Is it recognisable to the external market?
If there is a mismatch, time to reflect and realign.*