

Success Time Machine

Planning For Success Via Professional Premonition

Written in the present tense, answer the following questions for one year from now.

General:

Who are the key players of the business?
How many employees do you have?
What is your gross annual revenue?
What is your gross profit?
What is your net profit?
What is your net to gross percentage?
What is your operating cash position?
How much is your business actually worth?
What is your exit plan? (if required)
What is your expansion plan?
Who is your competition?
Who are your allies?
Who is your customer? Describe primary & secondary demographic

Leadership:

Explain each employee in detail.
- What are their strengths?
- What are their weaknesses?
- What improvements have they made in the past year?
- How did you help them?
- What are their aspirations in your business?
What do your employees appreciate about you as a manager/leader?
How has your leadership style changed?
What tools/resources have you used to evolve as a leader?

Team and Culture:

What most excites you about the culture in your business?
What have you done to improve your Team's culture?
How have you recruited your teammates to assist you with building team culture?
How often are you holding team meetings?
How have you improved the effectiveness of your team meetings?
How often are you arranging team building events? (parties, gatherings, celebrations)

Branding and Service/Product Development:

What is your USP (unique selling proposition), what makes you different?
How has your company image improved in your eyes?
How has your company image improved in the eyes of your client?
How has your company image improved in the eyes of your community partners?
What product/service developments were made to build your brand?
How has your message to market evolved?

Marketing:

What is your most effective marketing strategy?
How did you diversify your marketing and lead generation sources?
How did your average cost per lead change?
Where are you learning the newest techniques in marketing?
What marketing partnerships did you form in your community?
What partnerships did you form with your colleagues?

Client Relationship:

How do your customers feel about doing business with you?
What strategies were deployed to improve client relationships?
What are they telling their friends and family?
How are you better than your competition in client relations?

Sales Process:

What impresses you about your sales process?
What strategies were deployed to improve your sales process?
How have your key players contributed to improving your sales process?
What is the average annual value (AV) of your clients?
What is the average life time value (LTV) of your clients?
What is your 4 month average NP signup percentage?
What is your 4 month average resign percentage?
What is your average cost per visit?

Operations:

What do your customers say about the operations of your business?
What do your community partners say about the operations of your business?
What changes in operations (service delivery process) were made to advance the business?
What personnel changes were made to improve business operations?
What tools/software improvements were made to improve efficiency?

Financial and Legal:

What assets have been acquired?
What liabilities have been reduced?
What steps have you taken to protect your business from adverse liabilities?
What steps have you taken to protect you and your family from your business activities?
What tools and resources are you using to optimize your business' finances?
What have you done to reduce your tax liabilities?



Links: [Website](#) | [FB page](#) | [FB group](#)