

50 questions for small business success

0.0 core: self/ values/ purpose/ customer

What are you trying to prove, and how might it be hijacking your life and business success?
Bob Rosen

What would you do if you weren't afraid?

What do you really know about your customers? What problem are you solving?

What excuses do you tend to use?

Do you want a hobby, a job or business? What's the difference?

What is a difficult conversation you need to have with someone that you're putting off?

Which pain are you prepared to tolerate - the pain of regret or the pain of discipline?

There are six major drivers that motivate us: money, power, order, harmony, learning, helping others. Which of these six drivers most motivates you?

Where are you the bottleneck with your business?

Who are five people you spend most of my time with? Are they helping you or holding you back?

What would this look like if it were easy? *Tim Ferris*

Are you better today than you were yesterday? *Dan Pink*



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1.0 people/ product/ process

Do you have the right people on the bus? *Jim Collins*

Which 20% of product makes 80% of profit? Which 20% of your time makes 80% of the profit?

Where can you increase your prices?

What products/services should you stop doing?

What one activity in your business drives your profit? What one activity in your business drives your losses?

How much does it cost you to make a sale?



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2.0 continuous improvement

What counts that you are not counting? *Chip Conley*

How many staff would you enthusiastically rehire knowing them as you do now? (including yourself)

If happy people create happy customers, what are you doing to enable your people to serve happily?

What three areas are you working on (or should be working on) to improve your business?

What timely information or reports do you review/analyse to enable good decisions?

If you sold the business, what changes would the new owner make? What should you stop doing? *Peter Drucker*

When you wake up in three years' time what do you want your day/your week to look like?

What would it take to achieve 100x what you're proposing? *Larry Page*

If you weren't already in this business, would you enter it today? And if not, what are you going to do about it? *Peter Drucker*

What is your Big Hairy Audacious Goal? *Jim Collins*

What one word do you want to own in the minds of your customers, employees, and partners?

Who are your best customers - how could you consider doubling your earnings with them?

If you had a mindset of abundance what would you do differently to make more sales?

In the past few months, what is the smallest change you have made that has had the biggest positive result? What was it about that small change that produced the large return? *Robert Cialdini*

If you had unlimited sales what is the next major constraint in your business?

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3.0 growth

How likely is it that a customer would recommend your company to a friend or colleague?

What's the lowest hanging fruit you could sell more of?

Who else plays with your customers? How can you align yourself with them as partners?

What does your customer think about the minute before they enquire to buy your product?

How could you extend your lifetime value of your customers? What is that worth to you?

When do you ask for referrals? How do you leverage your customer stories?

How else could you get distribution of your products, services or ideas?

What else does your top 20% of loyal customers want that you don't offer?

Do your costs and revenue align to deliver value to your customers and your shareholders?

Are you playing not to lose or playing to win? George Kohlrieser

Who are the 250 most important relationships in your business? Keith Ferrazzi



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4.0 blue sky

What was the last experiment you ran?

Are you changing as fast as the world around you? *Gary Hamel*

Do the decisions you make today help people and the planet tomorrow? *Kevin Cleary*

How is a lack of capital inhibiting your growth?

What's your exit strategy? How long will it take to exit?

What is your business of the future? How can you take one step towards that today?

For more details of how to drive strategic growth in your business visit:

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