



BUSINESS ASSESSMENT

WHAT IS YOUR BUSINESS VISION?

The “Vision” of a small business is a reflection of the beliefs and expectations of the owner(s).

What is your business? Tell me what you do in a one sentence elevator pitch.

What problem does your business solve in the market?

How do you see your business making a difference in the lives of your team and in the lives of your customers?

What do you love most about what you do?



WHAT IS YOUR BUSINESS VISION?

The Mission of a small business provides specifics about the products or services you offer and about the customers you serve.

Who do you serve? Who are your customers?

What are your products/services?

How do people benefit from what you do?

WHAT MAKES YOU UNIQUE?

What separates you and your products/services from other businesses like yours? Is it the price? Is it your actual product/service? Is it location?

Based on your answer above... Is the thing that makes you unique, **unique enough** to warrant having a business?



WHAT IS YOUR LONG-TERM STRATEGY?

Why are you doing what you do?

IE: Would you like to grow your business and then sell it? Would you like to pass the business along to your family as part of your legacy?

What are you working on now that will matter for years to come?

Big or small... how are you changing the world?
