



Clarity Questions

Clarity Questions – Exploration:

The Reason Why

Clarity is key. As we move forward in our businesses we can often forget why we set up in the first place. It's easy to get pulled off track, or settle into a pattern of 'winging it' and 'rolling with the punches.' When we don't have a clear vision, every opportunity can look enticing and it is impossible know whether an achieved outcome is aligned with your values and your goals.

There are some fundamentals that you need to be sure of for success to occur.

These questions will uncover your 'why' and help tremendously when we move onto the business plan.

Personal Questions - based on the work of George Kinder

If you have a business partner or work with your life partner or spouse, answer these individually:

1. Imagine that you are financially secure and you have enough money to satisfy all of your needs for now and in the future.
 - a. How would you live your life?

 - b. Would you change anything? Let yourself go and don't hold back.

 - c. Would you change your life and if so, how would you do it?

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2. Now, imagine you visit your doctor who tells you that you have only 5-10 years left to live. The good news is that you won't ever feel sick. The bad news is that you will have no notice of the moment of your death.
 - a. What will you do in the time you have remaining to live? Your finances remain as they currently stand.

 - b. Would you change your life and how would you do it?

3. This time your doctor shocks you with the news that you have only one day left to live. Notice what feelings arise as you confront your very real mortality. Reflecting on your life, both all your accomplishments to date and all the things that you will leave unfinished or undone, ask yourself:
 - a. What did I miss?

 - b. Who did I not get to be?

 - c. What did I not get to do?

Clarity Questions – Exploration:

Questions For You & Your Business:

- Why am I doing this (i.e. my business)? (Go deeper than ‘for the money’)

- Why am I sacrificing myself for this project / this business?

- What is the higher purpose for me and my business? (A purpose bigger than money.)

- What’s worth doing even if I fail?

- Who do I love to serve?

Clarity Questions – Exploration:

Questions For You & Your Business:

- What would I need to do to overcome that?

- What's the one thing that if I could fix it, would revolutionise my business?

- If I had a million sitting in the bank, what direction would I take my business?

- Who would I work with?

- Why?

- What new skills might I (or my team members) need to learn and develop?