

How
Deeply
Do you think
about
Your Business?



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Whatever else Covid-19 has brought business – disruption, distancing, dislocation, desperation – it has perhaps also given some of us more time to think.

Before, we were busy generating leads, developing products and services, closing sales and delivering purchases. As business owners, we probably struggled to find time to stand back and ask questions about ourselves and our businesses.

Now, however, as something like normal economic activity may be in sight, there's a chance to reflect on what makes our businesses what they are and to remind ourselves why we started them in the first place.

So, we invite you to answer the following questions. We also invite you to share your answers with us. We hope that they go to the heart of what makes your business unique and how it can truly fly in the future.

As it suits your business, substitute "we" or "our" for "I" or "my". Subsidiary questions are prompts and are not intended to be exhaustive.

1. What is the purpose of my business?

- Why did I start it?
- Are my motivations the same now as they were then?

8. Who benefits from the business and in what ways?

- Myself & family?
- My employees & local community?
- My customers?

9. What is other people's perception of my business?

- My customers?
- The wider public?
- My employees?



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