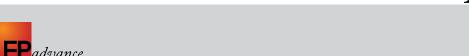
Customer Service

1/	What does the client journey look like for your business?
2/	What are the key moments of truth (contact points) in that journey?
3/	What could you do at each moment of truth to differentiate yourself (what would blow your client's mind or make a step truly memorable)?
4/	What obstacles are there currently that prevent you from delivering this ideal service?
5/	What would need to happen for you to remove those obstacles?



Cultur	e (Values):
6/	What are your core values?
7/	Do they really mean something to you? What are your stories around each value?
//	Do oney really mean someoning oo god? What are godi soones around each value?
8/	How do you personally live them at work and in your daily life?
9/	Are they big values that really excite you? If not, why not?
	Do you need to revisit them and make them bigger?
10/	What's the bigger value you add to your clients and to society? A goal bigger than money





Employee training and development:

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11/	For where your business is heading over the next 3 years and 10 years (see business plan), what sort of team will you need to have in place?
12/	How can you develop your existing team to fit your future needs?
13/	What skills, knowledge and attitudes will your future team need to possess to help the business achieve it's goals?
14/	What gaps can you identify for your team right now that might need addressing?
15/	Can you paint the picture for your existing team as to the career opportunities that might come from achieving your goals?

Development applies to you as well. What will you need to be/become as a leader to own and direct this business you are creating?





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17/ What skills, knowledge and attitudes will you need to help the business achieve it's goals?

18/ What gaps can you identify for yourself right now that might need addressing?

