Clarity Questions:
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.

Questions For You & Your Business:

- **Why am I doing this (i.e. my business)?**
- **What do I want my life to look like?**
    - **What is my idea of work / life balance?**
- **Why am I sacrificing myself for this project / this business?**
- **What is the higher purpose? (A purpose bigger than money.)**
- **What's worth doing even if I fail?**
- **If you have a business plan, what does it state as the vision for your business?**
- **Is it a compelling, inspiring vision?**
- **Would I want to get on board as a potential staff member or an external hire?**
- **What are your core values?**
- **What business are you trying to build?**
- **Who do you serve?**
    - **Who do you love to work with?**
    - **Why?**
    - **How can you do more work with these people?**
- **What do you think needs to happen to move forward?**
- **What's preventing it happening?**
- **What would you need to do to overcome that?**
- **How can I assist you in that?**
- **What new skills might you (or your team members) need to learn and develop?**