



IDEAS FOR THE INSPIRED

1. Why was the business/organization formed?
2. What is the mission? To educate and inform? To provide better service?
3. What are the primary functions of the organization and how are resources turned into cash?
4. Who is the founder? If still involved, what does he/she do well? Do they inspire? Make people feel comfortable or endear trust? (Visionaries often inspire or makes people want to follow them.)
5. What is your product or service?
6. How does it make people's lives better?
7. What are your goals--short term and long term? What is the timeframe for reaching those goals?
8. Who are your competitors? What makes you different from them?
9. What does the landscape of your industry look like? Crowded? Un-chartered? Highly competitive? Underdeveloped? Sophisticated?
10. What is the vision for 10 years from now? Do you plan on your company/organization being around? Be specific. Everyone wants to make money or be successful.
11. What elements are in place or needed to get there?