

30 Questions You Must Be Able to Answer

Purpose of This Document:

This document exists to force clarity, to unearth the issues you may not have wanted to confront.

Most business owners and leaders do not struggle from lack of effort. They struggle from lack of alignment. They are busy, productive, and hardworking, but unclear if their efforts are actually leading to success.

They are solving problems daily, but often not solving the right problems.

If you cannot clearly answer the foundational questions that govern your vision, structure, time, leadership, systems, and finances, you are likely majoring in the minors.

This document is designed to help you step back and ask the deeper questions.

Not tactical questions.

Not trendy questions.

Foundational questions.

Clarity precedes growth.

Alignment precedes scale.

Spend time with these questions. The answers unlock everything you are capable of.

Vision & Purpose

1. What do you want to accomplish with your business?
2. Why do you want to accomplish that?
3. How will you align and guide your team toward this vision?

Core Values

4. What values define who you are or who you are trying to become?
5. How will you communicate and integrate these values into daily behaviors for yourself and your team?
6. How will you measure alignment by reviewing key strategic and personal decisions against these values?

Accountability Chart

7. What seats or hats are needed to properly run your business?
8. Is each person clear on their role, the responsibilities associated with it, and how success is measured?
9. How often will you address accountability and expectation gaps?

Ideal Week Template

10. What does your ideal week look like in terms of priorities?
11. What are you supposed to be doing with your time?

12. How often will you audit, review, and adjust the template for the greater good?

Winning Philosophy / 3 Components

13. What does winning look like in your organization?

14. How does this drive daily behaviors?

15. How will you measure progress toward winning?

Winning Pyramid

16. What foundational habits support the Winning Pyramid?

17. What mid-level actions and behaviors lead to success?

18. What top-tier outcomes define winning?

Meetings

19. Which meetings are non-negotiable?

20. What is the cadence and agenda of these meetings?

21. How do these meetings ensure productivity and progress toward your desired future?

Core Processes

22. What are the essential processes that must be defined and executed for operational success?

23. How will you ensure consistency in execution?

24. How will you refine these processes over time?

Servant Leadership

25. What is servant leadership?
26. What is the servant leadership model?
27. What are the principles of agape love that servant leaders must consistently exhibit?

Budgeting, Projections, and Cash Flow Analysis

28. What financial targets are you projecting to accomplish?
29. When and how will you track cash flow and profitability to stay on course?
30. How will you adjust when actual metrics and performance differ from projections?