

Questions To Clarify Your "Zoomed-Out" Vision

1 Personal Drivers

What is your primary motivation for starting this business?

What bugs you to the extent that you spend countless hours reflecting, asking questions, and coming up with different solutions?

What are the activities you perform extremely well, energize you, and are the best use of your time?

2 High-Level Goals

What does your ideal daily routine look like, if you could design it?

How much do you want to earn from your consulting business in the next 2-5 years?

How many people your ideal consulting practice would employ? How many are you willing to directly manage and support?

3 Team & Roles

Ask your partner, team, or clients: "What is it like to work for me?"

What roles and responsibilities do you see yourself playing in the business?

What kind of team (if any) do you want to build, and what skills will be essential?

4

What would your consultancy look like if it could include your main drivers, preferred role, and ideal size and culture? Describe it as best as you can.