

GROW WITH PURPOSE IN 2021

Axiom Strategic Consulting



VALUES

Values will be the foundation for HOW you do and manage everything in your business. You will talk about them more than anything else.

Value 1
Definition

Value 2
Definition

Value 3
Definition

Value 4
Definition



VISION

Describe in as much detail as possible where you want to arrive with your team. What is your final destination together. If you can use numbers to clarify your vision it will help everyone be on the same page.



Your Vision

WHY

Why do you do what you do? Why this job? Why this business? Describe the personal motivations and the way you see the world that forms the basis of your professional relationships.

Your Why



MISSION

Write a succinct one sentence description of your mission that makes it clear what you do, who you serve and why..

Your Mission

LEADERSHIP

Your leadership has no boundaries. You cannot turn it on or off. You cannot put it in a silo at work and ignore leadership responsibility when you come home. The essence of leadership is putting other's interests ahead of your own. For each of the roles below write down one way you can serve better in the next week.

As a spouse

As a parent

As a boss/co-worker

As a vendor to my customers

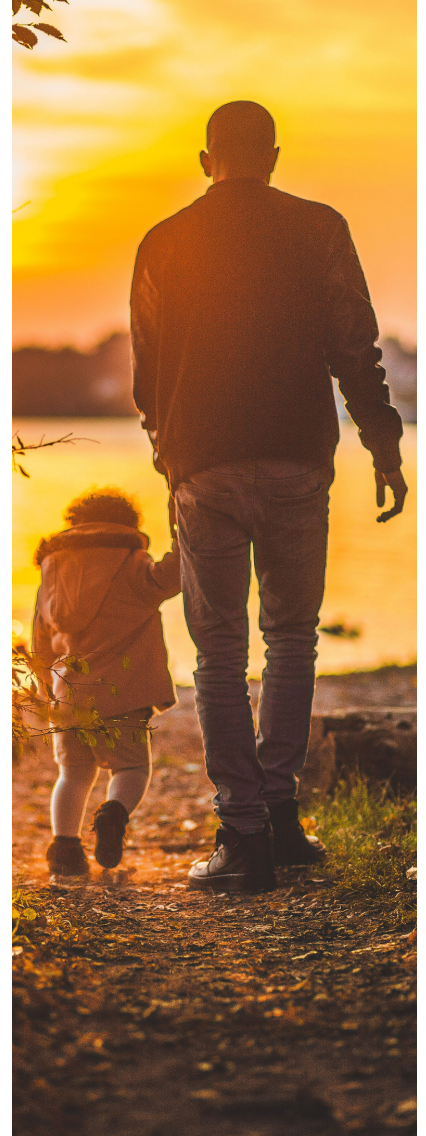
As a customer to my vendors

As a friend

As a neighbor

As a person of influence

As a giver of financial resources



REPEATABLE

Your product or service offering has to be repeatable for your business and mission to grow. List the most common failure, setback or disappointment your customers experience.



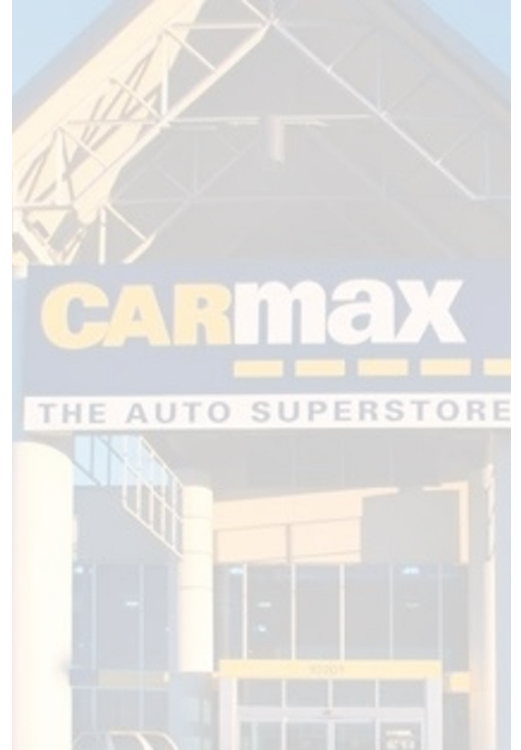
Describe the high level series of steps and checkpoints that need to be followed every time to fix this.

Who is the best person to help you design and implement a new process?

PREDICTABLE

To generate new customers on a predictable basis you must first know who your customers are and who they are not.

List the traits of your ideal customer



Describe the journey to becoming a customer. How many steps are there and how long does it take?

Lead



Customer

What one thing can you change to improve the above process in the next week?

PROFITABLE

If you don't know your numbers better you will be at the mercy of your competition when it comes to growing market share.

What is your most profitable product or service?

How much annual revenue does it generate?

What are the direct costs required to deliver it?



Calculate the gross profit margin
 $\text{profit/revenue} =$

What is required to grow sales of this product or service?

List all the products or services you should stop selling

Who is the best person to help with this?

When and where are you going to meet to get started?

STRATEGY & EXECUTION

We find that most business owners are getting pulled in 100 different directions and are frustrated by inconsistent growth. How would you rate your company's experience in the following areas?

Your team's ability to set measurable meaningful goals over the last few years

Struggling

Excellent

How easy is it for you and your team to focus on one thing for 2-3 years at a time?

Impossible

Easy

How much time can you take away from the business with your current leadership team?

Very little

All I need

How predictable has your growth been over the last few years?

No Growth

Chaotic

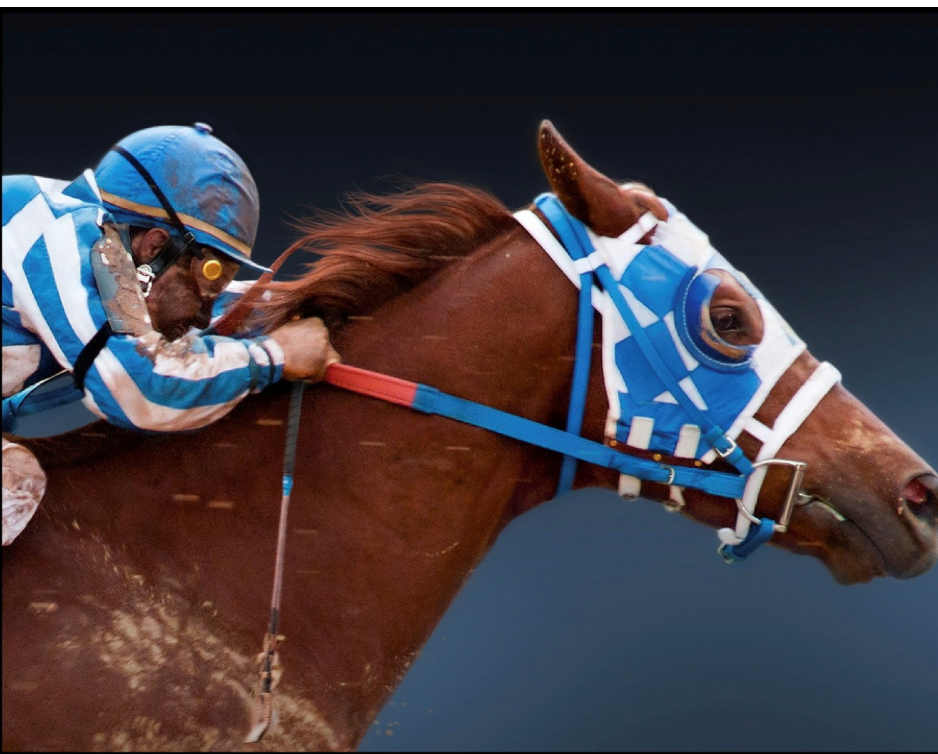
Predictable

Do you feel like you have the skills and tools in place to achieve your vision for the business?

No

Somewhat

Mostly



Would you be willing to share these answers with us and talk about what comes next?

Yes

No

If you would like help designing and following a plan to grow your company so that you can get the freedom you want please reach out and let us start a conversation.

Visit axiomstrategic.com and click on the Next Steps link at the top right side of the page.

