

## **Questions for the Business Planning Process**

Please take a moment and answer the questions below. The answers to these questions can not only help you in your planning, but can help you focus your energy and resources.

How well would your business fare if you died today?

What planning have you done so far? Is it in writing? Has it been communicated?

Do you have key people? Who are they?

What do they offer that is unique?

How hard would it be to replace them?

How do you measure performance?

How do you reward performance?

What is your most valuable asset?

Do you have a pension plan or a pension solution?

What level of final compensation will you and your key people retire at? Will it be enough?

If your business can run itself without you, why are you still here?

In the event you died or became disabled, do people know what to do?

What is your exit strategy? How is it funded?

What happens if the market falls apart?

What hedging strategies are you using?

What do you believe your business is worth on the open market?

If you were looking to buy a business, what would motivate you to buy this one?

If you were looking to buy a business, what would turn you off about this one?

What resources are you willing to commit to find a solution to your problems?

Why have you not resolved these problems in the past? What is motivating you now?