

# Your Burning Why Tool: Collecting Your Reasons to Succeed

You've made the leap to be part of the Business Coaching Program. Over the next many years that we work together you'll reap rich rewards like increased sales and profitability, greater impact on your market, and more time freedom. But you are going have to invest the time and focus to "work the program." This tool was designed to help you get clear on your reasons for making this investment of time and energy to the program. You'll do this in four sections on this tool.

## Your Current "Status Quo"

What is your business as it exists today? What are your annual sales? Your profit? Rate your company on a scale from 1-5 on the key pillars. How would you rate your current "Owner Independence" for each of these pillars? How many hours do you work each week?

Then you'll do your quick list of your top three business weaknesses, vulnerabilities, unpleasant tasks, and concerns.

Essentially, this is your business as it stands today.

## Likely Result of the Status Quo in 36 Months

If you were to project your current status quo forward, three years into the future, what is the likely outcome? What would your sales and profit be if you don't work the coaching program to the best of your ability? What opportunities will be gone forever? What roles or tasks will you still be stuck doing yourself? And how does this "inertial" future make you feel – a future with a lack of growth and no real time freedom?

## Your Dream Business in 5 Years

If you could wave a magic wand and build the business you dream of owning, what would it look like in five years time? Think of this as a snapshot of the target business that, working together, we will help you build over the next five years.

What are the key improvements we'll have made to the business? The leaders you now have on your team? The role you get to play? And the time you will be taking off each year? How does this newer, brighter potential future feel?

## Your "Why" for Coaching

Get clear on what your 3 biggest reasons for being all in with the business coaching program are. What are the key factors that sparked you to make the commitment? And what does initial success in the program look like to you? (We call this the "Criteria of Success".)

You will need to clarify your reasons so that you can enroll your key team behind these efforts so that we are all working together to build the business of your dreams.

Your Current "Status Quo"		"Current Top 3"
Annual Sales (\$): \$5 million		Weaknesses of Business 1. Lack of systems. 2. Only 1 sales person. 3. Operations is a mess.
Annual Profit (\$): \$650,000		
Pillar Scores	Current Performance	Owner Independence
Sales	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Marketing	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Operations	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Finance	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
HR/Team	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Exec. Leadership	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5
Company as a Whole	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5

## Likely Result of the Status Quo in 36 Months

If nothing changes and you stay on your current trajectory...

Annual Sales (\$): \$5 million

Annual Profit (\$): \$650,000

What opportunities will you have lost out on forever?

- > We won't be able to launch new financial services product.
- > My kids will be 3 yrs older and still not enough time with them.
- > Leaving room for competitor to eat market share since we're so busy fulfilling.

## Your Dream Business in 5 Years

What is the business you want to be building?

Annual Sales (\$): \$12 million

Annual Profit (\$): \$2 million

Key Improvements to the Business

- > We have solid systems.
- > We have strategic depth.
- > Our brand and reputation is best in class and clients seek us out.
- > We have a better culture.

## Your "Why" for Coaching

Your Top 3 Reasons for Joining the Business Coaching Program

The Criteria of Success

Your Top 3 Reasons for Joining the Business Coaching Program	The Criteria of Success
What were your three biggest reasons for joining the coaching program? What were the biggest factors that sparked you to make the leap and commit? Not only is it important for you and your key team to understand your reasons, but it's important for your Maui Coach too.	What needs to happen for each of your top three reasons for joining to be fulfilled. In other words, for each of your three reasons, what would you need to see, experience, or get from the program to know that each has been successfully met?
1. I just can't work any harder. I'm already working 80hrs/week. I need help!	1. I am working less than 50 hrs/week and we are growing and even more profitable than before the program.
2. We've hit a growth plateau, and I want help to start growing again.	2. We grow at 15%+ over the next 12 months and are set to continue that growth rate in the years to come.
3. I know what I know, and it's taken me this long to get to the next level. I need a strategy.	3. I get a structure or map to grow my company the right way. I feel like I have a model of how to do it intelligently.

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1.

1.

2.

2.

3.

3.

## The Price You're Prepared to Pay

### Time Price

The way the coaching program is designed is that within the first 12 months working together you will experience a net *gain* of time. In other words, in the first year of the program, we'll help you reclaim 5-8+ hours each week of your best time to use in upgraded ways, including to "do" the program.

But in the first 90 days, it might feel like work. And after that, even though we'll help you find the time to do the program in the hours you're *already* working, you'll still have to reinvest your "found" hours into higher value activities to reap the rewards of the program. This will require focus, diligence, and a clear commitment on your part.

Are You Prepared to Pay the Time Price?

Yes / No

### Comfort Zone Price

Starting anything new requires that you challenge old, comfortable ways of thinking and behaving. For years you've run your business a certain way. You've done (or not done) your strategic planning a certain way, systematized (or not systematized) your processes a specific way, and you've led your team in your own way.

But now you've asked us to coach you in proven best practices to grow your company and radically strengthen your strategic depth. Essentially what you've said is, "I'm open to outside input, ideas, and accountability in order to help us successfully scale as a business." At times this will stretch you and push you to play in new, more effective ways.

Are You Prepared to Pay the Comfort Zone Price?

Yes / No

# Your Current “Status Quo”

## “Current Top 3”

## Likely Result of the Status Quo in 36 Months

If nothing changes and you stay on your current trajectory...

## Your Dream Business in 5 Years

What is the business you want to be building?

<b>Annual Sales (\$):</b>			Weaknesses of Business 1. 2. 3.	<b>Annual Sales (\$):</b>		<b>Annual Sales (\$):</b>				
<b>Annual Profit (\$):</b>				<b>Annual Profit (\$):</b>		<b>Annual Profit (\$):</b>				
<b>Pillar Scores</b>		<b>Current Performance</b>		<b>Current Owner Independence</b>	What opportunities will you have lost out on forever?		Key Improvements to the Business			
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Exec. Leadership	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5								
Company as a Whole	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5								
<b>Your Current Role in the Business</b>			Vulnerabilities of Business 1. 2. 3.	What roles or responsibilities will you still be stuck doing or managing?					Leaders You Now Have	
Average Hours/Week You Work										
Average “Shadow” Hours/Week You Work (e.g. Nights, Weekends, etc.)										
<b>Total Avg. Hours/Week You Work</b>			How will you <i>feel</i> about this lack of growth or freedom?			Your Ideal Role in the Business				
# of Weeks of <i>Real</i> Vacation You Took in the Prior 12 Months										
Did you do any work while on “real” vacation?										
			Total Average Hrs/Week You Choose to Work							
			Concerns About the Business 1. 2. 3.			# of Weeks of Real Vacation You Choose to Take				
						How does <i>this</i> future feel?				
					Total Average Hours/Week You Still Work					

Your Burning Why Tool

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Company as a Whole		Vulnerabilities of Business
1 - 2 - 3 - 4 - 5		
		1. If I get hurt we fold. 2. No strategic depth. 3. No real operational systems.

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SAMPLE

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<b>Annual Profit (\$):</b> \$650,000				<b>Annual Profit (\$):</b> \$650,000			<b>Annual Profit (\$):</b> \$2 million						
<b>Pillar Scores</b>		<b>Current Performance</b>	<b>Current Owner Independence</b>	<ol style="list-style-type: none"> <li>Lack of systems.</li> <li>Only 1 sales person.</li> <li>Operations is a mess.</li> </ol>	What opportunities will you have lost out on forever?			Key Improvements to the Business					
Sales	1 - 2 - <b>3</b> - 4 - 5	1 - 2 - <b>3</b> - 4 - 5	1 - 2 - <b>3</b> - 4 - 5		<ul style="list-style-type: none"> <li>&gt; We won't be able to launch new financial services product.</li> <li>&gt; My kids will be 3 yrs older and still not enough time with them.</li> <li>&gt; Leaving room for competitor to eat market share since we're so busy fulfilling.</li> </ul>			<ul style="list-style-type: none"> <li>&gt; We have solid systems.</li> <li>&gt; We have strategic depth.</li> <li>&gt; Our brand and reputation is best in class and clients seek us out.</li> <li>&gt; We have a better culture.</li> </ul>					
Marketing	1 - 2 - 3 - <b>4</b> - 5	1 - 2 - 3 - <b>4</b> - 5	1 - 2 - 3 - <b>4</b> - 5		Vulnerabilities of Business			Leaders You Now Have					
Operations	1 - <b>2</b> - 3 - 4 - 5	<b>1</b> - 2 - 3 - 4 - 5	<b>1</b> - 2 - 3 - 4 - 5		<ol style="list-style-type: none"> <li>If I get hurt we fold.</li> <li>No strategic depth.</li> <li>No real operational systems.</li> </ol>			<ul style="list-style-type: none"> <li>&gt; Head of sales.</li> <li>&gt; Head of ops.</li> <li>&gt; A real controller.</li> <li>&gt; Basically, we have a full leadership team vs just me + Sam.</li> </ul>					
Finance	1 - <b>2</b> - 3 - 4 - 5	<b>1</b> - 2 - 3 - 4 - 5	<b>1</b> - 2 - 3 - 4 - 5		Tasks You Dislike Most			Your Ideal Role in the Business					
HR/Team	1 - <b>2</b> - 3 - 4 - 5	1 - <b>2</b> - 3 - 4 - 5	1 - <b>2</b> - 3 - 4 - 5		<ol style="list-style-type: none"> <li>Staff drama.</li> <li>Client invoicing.</li> <li>Collection calls.</li> </ol>			<p>I hate it. This isn't why I started the business. I wanted to have a better life - this does not feel like a better life. Yes I make a lot of \$, but too much pressure and at too high of a price.</p>			<ul style="list-style-type: none"> <li>&gt; Strategy</li> <li>&gt; Creating new products along with a development team.</li> <li>&gt; Champion of company culture.</li> </ul>		
Exec. Leadership	<b>1</b> - 2 - 3 - 4 - 5	<b>1</b> - 2 - 3 - 4 - 5	<b>1</b> - 2 - 3 - 4 - 5		Concerns About the Business			Total Average Hrs/Week You Choose to Work					
Company as a Whole	1 - 2 - <b>3</b> - 4 - 5	1 - 2 - <b>3</b> - 4 - 5	1 - 2 - <b>3</b> - 4 - 5		<ol style="list-style-type: none"> <li>We're maxed out capacity-wise right now.</li> <li>I'm needed too much.</li> <li>If Sam quits even more falls on my shoulders.</li> </ol>			<p>8+ weeks/yr</p>			How does <i>this</i> future feel?		
<b>Your Current Role in the Business</b>				Total Average Hours/Week You Still Work			Great!						
Average Hours/Week You Work		70 hours		75-80 hrs/wk			This is what I originally dreamed of when I started the company 16 years ago.						
Average "Shadow" Hours/Week You Work (e.g. Nights, Weekends, etc.)		5-10											
<b>Total Avg. Hours/Week You Work</b>													
# of Weeks of <i>Real</i> Vacation You Took in the Prior 12 Months		3											
Did you do any work while on "real" vacation?		Yes, at least 1-2 hrs/day											