



BACKGROUND: As your business strategist, it's helpful for me to understand how you view your business and your involvement in it. These questions are to stimulate your thinking and make our work together *more productive*. And because the personal affects business and vice versa, there is a page of business-focused *and* a page of personal-focused pondering questions. It's helpful to answer each of these questions as clearly and thoughtfully as possible, although a short answer – a couple of words or sentences - is usually enough.

PAGE 1: Business Focus

1. Do you have a clear vision or mission statement? If yes, what is it? If no, what do you consider to be the role of your business in the world?

2. What have been the *biggest* successes of your business so far?

3. What challenges are you *currently* facing in your business?

4. If you had 3 *absolutely key* goals for your business, what would they be?
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5. What STRENGTHS will help you achieve these goals?

6. How does your business get in its own way?

7. If there was something in your business you were avoiding or running away from, what would it be?

8. If there was a change you would secretly like to make to your business, what would it be?

9. What's missing in your business?



PAGE 2: Personal Focus

10. What do you *personally* want to get out of coaching?

11. What does success mean to you?

12. What are your 3 biggest strengths?

13. How do you tend to sabotage yourself?

14. Which personal values come through in your business? Which do not? How are you different at work from home?

15. How do you best learn? What is your learning style?

16. What tips would you give me, in order that I may manage the coaching relationship most effectively?

17. How specifically do you release stress? What do you do to look after yourself on a regular basis?

18. How do you enjoy yourself?

19. If there was something you had given up on in your life - what would it be?