

12 MUST-DOS TO MAXIMISE YOUR POTENTIAL & GROW YOUR BUSINESS



Do you want to take yourself, your business and your team to the next level?



You're in the right place.

In 2019 we conducted a research project to uncover the goals, motivations, beliefs and behaviours of successful business owners & serial entrepreneurs. You could say we found the barcodes to their success.

The findings confirmed what we have identified over 17+ years of coaching business owners across all industries. There are **12 critical success factors** that will determine how likely you are to reach the elusive next level in business and create the lifestyle you promised yourself.

Realising potential begins with recognising potential



This exercise will help you see where to focus your attention in order to break through to the next level in business. Here's what you need to do:

1. Score yourself on each of the 12 critical success factors
2. Identify three priority development areas to focus on
3. Develop your action plan
4. Commit to taking action to create the change you want

12 Critical Success Factors of Successful Business Owners

Critical Success Factor	Current score	Target score	An action I can take to improve
I know my ideal customer		10	
I have a clear and compelling vision		10	
I have goals that motivate me		10	
I take massive action on my goals		10	
I have the right people on my team		10	
I trust and invest in my people		10	
I delegate responsibilities, not just tasks		10	
I know my priority and I focus on it		10	
I work on myself <i>and</i> on my business		10	
I challenge the status quo, to be better		10	
I am prepared to fail in order to learn		10	
I never give up, I adapt		10	

Next Level Action Plan

Top 3 Success Factors to focus on

Action Plan

Timing

Congratulations, you now know where to focus to move up to your next level in business.

Now it's time to commit to your plan. If you want big change, you need to take massive action!

