**4 Strategic Lenses**

**To View Your Business**

**1-Why are we (am I) doing this?**

The most interesting question I ever ask one of my clients.

What was your original intent for this business?

Is it still serving that purpose, or has it evolved?

Is that evolution a good or bad thing?

**2-Where have we been?**

Looking at your operation from a historical perspective can give you a lot of insight and be very informative in identifying both good points and potholes in your previous business strategy.

Have you been a risk-taker, or have you played it safe?

How long have you been in business?

What is your track record in product sales and customer service?

Has your business been cyclical or seasonal?

What are the five biggest mistakes you have made? Have you corrected them, or are they continuing?

**3-Where are we now?**

**4-Where are we going?**

Have clear, definite outcomes for your destination. If not, how will you know when you get there?

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