

SALES

- ➔ **LIFESTYLE CONGRUENCE:** Do you know what the company's sales performance must be to support your personal comfort?
- ➔ **PROSPECT ATTRACTION:** Do you attract enough quality prospects to support your needed sales?
- ➔ **CLIENT CONVERSION:** Do you convert enough of the right prospects into clients to support your needed sales?
- ➔ **DELIVERING ON COMMITMENTS:** Do you fully deliver on your commitments to your clients?
- ➔ **COLLECTING ON COMMITMENTS:** Do your clients fully deliver on their commitments to you?

PROFIT

- ➔ **DEBT ERADICATION:** Do you consistently remove debt rather than accumulate it?
- ➔ **MARGIN HEALTH:** Do you have healthy profit margins within each of your offerings and do you continually seek ways to improve them?
- ➔ **TRANSACTION FREQUENCY:** Do your clients repeatedly buy from you over alternatives?
- ➔ **PROFITABLE LEVERAGE:** When debt is used, is it used to generate predictable, increased profitability?
- ➔ **CASH RESERVES:** Does the business have enough cash reserves to cover all expenses for three months or longer.

ORDER

- ➔ **MINIMIZED WASTED EFFORT:** Do you have an ongoing and working model to reduce bottlenecks, slowdowns, and inefficiencies?
- ➔ **ROLE ALIGNMENT:** Are people's roles and responsibilities matched to their talents?
- ➔ **OUTCOME DELEGATION:** Are the people closest to the problem empowered to resolve it?
- ➔ **LINCHPIN REDUNDANCY:** Is your business designed to operate unabated when key employees are not available?
- ➔ **MASTERY REPUTATION:** Are you known for being the best in your industry at what you do?

IMPACT

- ➔ **TRANSFORMATION ORIENTATION:** Does your business benefit clients through a transformation, beyond the transaction?
- ➔ **MISSION MOTIVATION:** Are all employees (including leadership) motivated more by delivering on the mission than by their individual roles?
- ➔ **DREAM ALIGNMENT:** Are people's individual dreams aligned with the path of the business's grand vision?
- ➔ **FEEDBACK INTEGRITY:** Are your people, clients, and community empowered to give both critical and complimentary feedback?
- ➔ **COMPLEMENTARY NETWORK:** Does your business seek to collaborate with vendors (including competitors) who serve the same customer base in order to improve the customer experience?

LEGACY

- ➔ **COMMUNITY CONTINUANCE:** Do your clients fervently defend, support, and help the business?
- ➔ **INTENTIONAL LEADERSHIP TURN:** Is there a plan for leadership to transition and stay fresh?
- ➔ **HEART-BASED PROMOTERS:** Is the organization promoted by individuals inside and outside the organization, without the need of direction?
- ➔ **QUARTERLY DYNAMICS:** Does your business have a clear vision for its future and dynamically adjust quarterly to make that vision become true?
- ➔ **ONGOING ADAPTATION:** Is the business designed to constantly adapt and improve, including finding ways to better and beat itself?



The Business Hierarchy of Needs