



The Four DRIVERS™
Why, Where, What & When (Questions to ask)

Why

Why do YOU do what you do?

What difference do YOU want to make?

What do you want to be known for in your industry?

Where

Where do you see yourself 5 to 10 years from now (beyond your business)?

If your business was running itself what would you be doing in your spare time?

If you had three - ten million dollars in the bank what would you do?

If you had all the money, education etc. you needed what would you do?

What

What would your organizational chart look like (Sales manager, Product development, HR etc.)
in your company at Business Maturity?

What difference would you make outside your business to make an impact?

If I had a magic wand and could make today your Business Maturity Day what would people be
saying about you and your business?

When

If you were to pick a date in the future when your business would be mature (run with or without
you) what date would you pick 2-5 years from now (pick a date that means something to you
like an anniversary, your 50th birthday etc.)?