

Strategic Clarity Questionnaire

Company:	_____	Contact	_____
Size of Team	_____	Tel:	_____
Sought:	_____	Fax:	_____
Sales/Revenues:	_____	Email:	_____
Year before that:	_____		

1. What does success mean for you?

2. What do you think your mission or purpose is for your business life?

3. What do you feel are your greatest strengths as a professional in business—those that would make your clients, vendors, team members want to do business or work with you?

4. What do you see are the main challenges in your position — the ones that can limit your sales, growth or profitability?

5. What are your areas of greatest opportunity for the future, based on the needs in the marketplace, the trends in your business, industry or that is missing in the marketplace?

6. What are the three biggest obstacles you have in seeking a new position or company today?

7. What do you think is your specific competitive advantage? What should it be? What could it be?

8. Take 30 seconds and only 30 seconds and write down your top three business/career goals.
Start now.
 - a. 1st

 - b. 2nd

 - c. 3rd

9. What three obstacles could hold you back in your business/career today?

10. What activities in your daily life should you stop doing to free up more time to go after your desired position or business opportunity?

11. Do you know what qualities you need your team to have to help your business/department?

12. If you are currently working, are you or your team performing as you had hoped when you started?

13. Are you currently satisfied with the level of income your career provides you?

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