



Chapter 1: Back to the Basics - *Worksheet*

Every business starts with a great idea. But there was a lot of work that went in to success. By reflecting on where you were, and being deliberate, strategic, and analytical, one can move forward with confidence.

What drove you when you created your business? What was your initial "Great idea" or desire?

Growing your business in an intentional act. To be a successful small business and entrepreneur you need to have two passions:

1. Passion for your "thing"
2. Passion for business

Describe your passion: I am passionate about _____ and therefore in my business I want customers to (experience/have/get) _____ .

It's that passion that shapes your vision about your company.
If you already have a vision and mission statement, that's great! Write them here!
(If you don't, then use the blanks below to help you start your first one.)

These first statements help translate your first passion into your vision for your business, and your mission.

WE ARE A BUSINESS THAT _____ *(provides entertainment, makes sweets, etc)*

AND WE (our business) LOVE TO _____

Our Mission Statement is

Our Vision is



And then, as a **business**, we have goals. We look to the future:

IN 1 YEAR WE (*the business*) WANT TO _____

IN 2 YEARS WE (*the business*) WANT TO _____

IN 5 YEARS WE (*the business*) WANT TO _____

These business goals are important to me, because as a small business owner, I have goals as well. My goals are:

IN 1 YEAR I WANT TO _____

IN 2 YEARS I WANT TO _____

IN 5 YEARS I WANT TO _____

In this chapter we discussed 5 common challenges businesses face. Did any of those “ring true” to you? Did you see any particular challenges that you need to work on to overcome to continue growth? Check off the ones you need to work on below and write a brief statement of what your particular challenge is.

- Cash Flow Management**

- Customer relationships and management**

- Lack of Time**

- Loss of Passion**

- The idea that Profit is “wrong”**

Finally, take a few minutes and start to fill in the Business Model Canvas attached. Don't worry if you have gaps, incomplete answers, or don't have everything filled in. This is a start.