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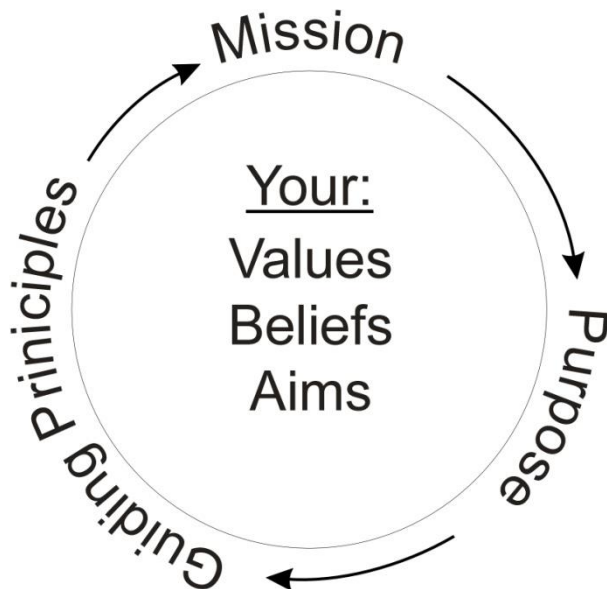
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New Perspectives

Your Business:



1 ⇒ Your business:

What does your business do?

What do your customers believe they buy from your business?

2 ⇨ Your Personal Values

From the following Values list, place a tick next to the Values that are of greatest importance to you personally, that you are most passionate about, that are what you stand for. Then rate your top 5 values from 1 to 5, in order of importance.

	VALUES	RATING
	Knowledge/ Learning	
	Leadership	
	Power	
	Financial security / Money	
	Material possessions	
	Competitiveness/ Ambition	
	Professionalism	
	Achievement / Accomplishment	
	Enjoyable work	
	Team work	
	Recognition / Reward/ Respect	
	Commitment	
	Freedom/ Choice	
	Personal development/ Growth	
	Challenge / Adventure / Excitement	
	Passion/ Creativity/ Art	
	Sensuality	
	Femininity/ Masculinity	
	Emotional closeness to others/ Empathy/ Kindness	
	Community	
	Making a difference	
	Integrity / Honesty / Authenticity	
	Winning	
	Helping others	
	Friendships / Social life	
	Family/ children	
	Fun / Laughter/ Humour	
	Abundance	
	Style	
	Beauty/ Aesthetics	
	Nature / environment/ Climate	
	Social justice/ Equality/ Feminism/ Democracy	
	Health / Fitness	
	Spirituality	
	Diversity/ Tolerance	
	Inner Peace/ Stillness/ Inner Harmony	
	Spirituality	
	Courage	
	Patriotism/ Nationalism	
	Safety	
	Sunlight/ outdoor environment	
	Home	
	Other:	

3 ⇒ Expression of your Values in your Business

List the areas / functions / products / services / operations of your business that are in alignment with your top 5 personal values.

List the areas / functions / products / services / operations of your business that are not as well aligned with your top personal values.

4 ⇒ The Passion; What gets you out of bed in the morning?

Notes, what gets me out of bed, why am I doing this?

5 ⇒ Beliefs; What belief(es) do you hold about your industry?

For example: I believe that in my industry, practitioners are undervalued, or, I believe that in my industry practitioners do not take safety issues seriously enough

6 ⇒ Customers

Describe your ideal and perfect customer, in as much detail as you can

7 ⇒ Customer's needs

What 'Pain' or 'Need' of your customers do you address that is not addressed equally well by others?

8 ⇒ Your Corporate Values:

List the 3-5 values that determine the Purpose and Mission of your Business:

1. -
2. -
3. -
4. -
5. -

9 ⇒ Your Corporate Belief Statement:

The following is a statement about the basic belief or beliefs your business stands for, obviously the corporate values would be reflected in the Statement, replace the sample statement and replace with a statement that suits you and your business.

10 ⇨ The Purpose of your Business...The “Why”

A Purpose	A Goal
<ul style="list-style-type: none">▪ May never be achieved, only be strived for; Bigger than Ben Hur▪ Is inspiring▪ Not measurable▪ Bigger than life▪ Has a direct connection with your passion and corporate values	<ul style="list-style-type: none">▪ Time frame▪ Specific▪ Measurable▪ Achievable

My Business Purpose:

Sample Purpose statements:

- **Supermarket:** *The Best Small Supermarket in Sydney*
- **Architects:** *Architecture that Inspires*
- **Graphic Design:** *Because there is no Excuse for Bad Design*
- **Presentation Studio:** *Presentations are story telling*
- **New Perspectives:** *I help small business feel Great about themselves and their business.*
- **Butchery:** *Sharing our Passion for Fine Meat*
- **Sales training company:** *To be the world's most Authentic sales and Management Training Company*
- **Electrician:** *You are in Safe Hands*
- **Importer:** *To make Italian Beauty available for Everyone*
- **Retail Fitout:** *More Bang, Less Buck*