



## 9 Questions to uncover Your Desired Future

- 1) What are the **PROBLEMS** people have that I/we want to do something about?
- 2) What are the **GOALS** people have that I/we want to do something about?
- 3) What do I/we want to see happen in the lives of our Clients/Customers?
- 4) How can my/our way of answering this question sound different than all my/our competitors?
- 5) What is truly "ATTRACTIVE" about your answers?
  - a. For future Clients/Customers?
  - b. For future Teammates?
- 6) How will you measure the "level of attractiveness" for each group below?
  - a. Clients/Customers?
  - b. Teammates?
- 7) So then... Why will Clients/Customers and Teammates come to you?
- 8) Can they see **your Why?**
- 9) So then... What is your **Desired Future... Your Desired Impact?**

Optional 10<sup>th</sup> Question:

Does your **Desired Future... Your Desired Impact** line up with your faith?

Optional 11<sup>th</sup> Question:

Do you believe you will be provided for if you wake up and exercise your "Why" every day?

- Yes?
- No?