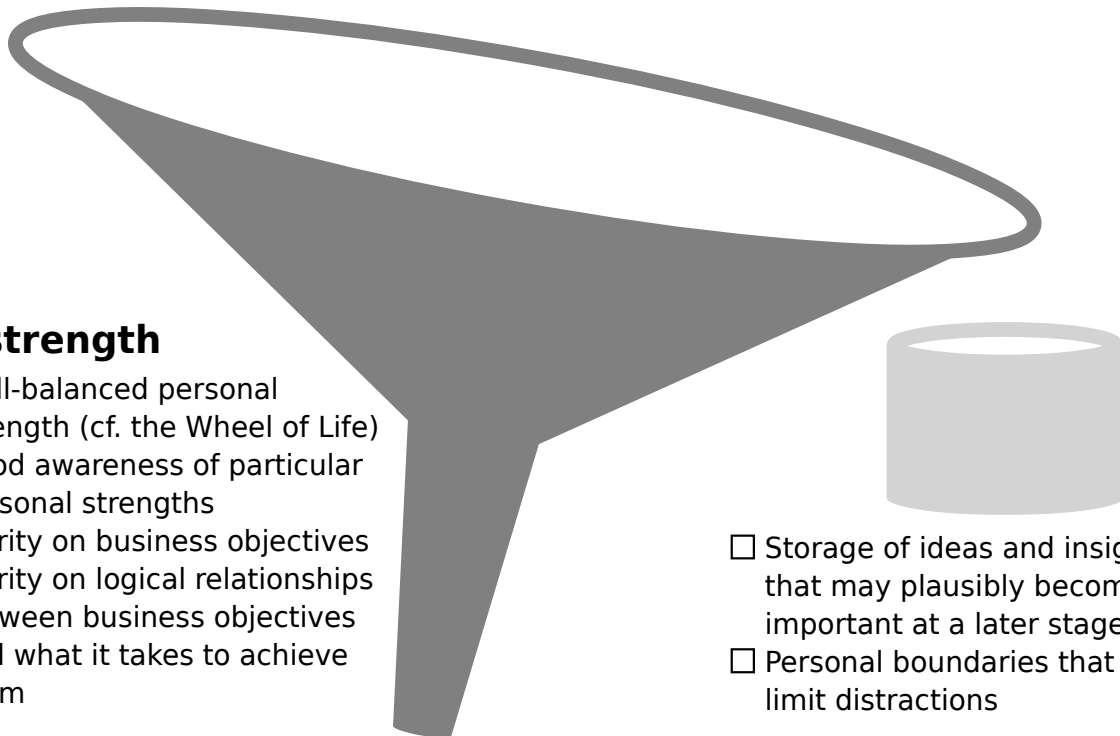


# Ingredients for Business Success

## Broad awareness of problems and solution ideas

- Ideas about client/customer problems
- Ideas about market niches
- Strategy ideas
- Marketing ideas
- Ideas for acquiring additional knowledge and competences
- Continuous learning about sustainability and restorative aspects



## My strength

- Well-balanced personal strength (cf. the Wheel of Life)
- Good awareness of particular personal strengths
- Clarity on business objectives
- Clarity on logical relationships between business objectives and what it takes to achieve them

- Storage of ideas and insights that may plausibly become important at a later stage
- Personal boundaries that limit distractions

## Business focus

- Focus on a particular client/customer problem
- Focus on a particular market niche
- Precise strategy
- Confidence in the product
- Success will be deeply meaningful
- A story ready to tell
- Awareness of how much capital is needed
- The necessary capital is assured
- Focused continuous professional skills development
- On the way with strong focus and agility
- A strong team within and beyond the company
- Carefully chosen metrics and goals
- Focused continuous business system improvement
- Enjoying every step on the path to success

This “*Ingredients for Business Success*” overview can help to guide a **small business startup** or **growth** process. It is intended to be used in the context of working with a business coach.