

## + Changing beliefs drives change



Grow – Improve – Develop  
 Personally – Practice – Relationships

### Grow – Challenges – Uncomfortable

“I never looked at it that way before” – Example; “I am wasting my time today if I don’t get a little uncomfortable”

Challenge – beliefs/thinking	Will Do – ONLY WILL Do

**Can you get better? What can I conclude from your answer?**

**What is succession planning – what does it mean to you? (ID)**

**What is the biggest asset of your clients Company?**

**How important is risk management? What risks impact “succession planning”?**

**How many ways are there to get out of business? (Make a list)**

**What are strategies that help your clients negotiate from strength?**

**What is our role as an advisor? What is most important role? Who is your biggest competition?**

### **Conversation starters – disruptors:**

- Most important decisions – last year – 10 years ago? 10 years from now? Legacy decision? (What decision will you be remembered for?)
- Chapters in your book – First Chapters, current chapter, how will you write your final chapters?
- What is your biggest asset – especially when you go to negotiate – your second biggest asset? (Corresponding – what is biggest risk?)
- Contingency – continuity focus – (Multiple owners). Who wants to be the survivor?
  - Are you sure? Really sure?
- What is the most important document you ever signed as a business owner? Isn't interesting how many times you sign your name – it really dilutes the importance of your signature – what is the most important document you believe you have ever signed?
  - **What is your role?**