

SOLUTIONS BASECAMP

EXERCISE 8 | Flip Your Problems

There are two sides to everything!

Step 1: Get 2 large pieces of paper.

Step 2: On the first one...

Take 10 minutes to write down ALL the problems facing your business right now.

Every single one!

Sales problems, cost, cashflow, systems, customers, marketing, staff, suppliers...everything.

Then rank each 1 to 10, with 10 being the biggest financial impact and 1 the smallest.

Step 3: On the second page, create 3 columns:

Column 1: Write down your top 5 problems (space them down the page)

Column 2: Write down the unfiltered thoughts you're having on each? (I don't know who to ask, I can't afford xxxx, I've lost xxxx customer)

Column 3: If you got out of your own way, what 5 actions could you do to make it *inevitable* that the problem is improved or resolved?

Step 4: Take those actions and GO DO THEM!