

Why You Started

A 10-minute reflection. No right answers. Just honest questions that reconnect you with the reason you built this - and what you actually want from it.

BEFORE YOU START

Most business owners haven't stopped to answer these questions properly since the week they started. The business took over. The day-to-day replaced the original thinking.

Why You Started is your North Star. It isn't a revenue target. It's the reason your business exists beyond paying the bills - and when a decision gets hard, it's the tiebreaker. Everything else in how we work together is tested against it.

EXAMPLE - SARAH'S ACCOUNTANCY PRACTICE

"No small business owner should ever be surprised by a tax bill, lose their business to a cash crisis they didn't see coming, or feel alone making financial decisions." That's not a mission statement. It's the reason she answers the phone at 7pm when a client is panicking.

Q1 Why did you actually start in business?

Not the polished version. Not "I spotted a gap in the market." What was really going on for you - what were you moving toward, or moving away from?

YOUR ANSWER

Q2 What did you think it would look like?

Honestly. What from that original picture is still true? And what has the business become that you didn't intend - or didn't expect?

YOUR ANSWER

Q3 What's changed – and what's stayed the same?

Honestly. What from that original picture is still true? And what has the business become that you didn't intend – or didn't expect?

YOUR ANSWER

Q4 Who are you building this for – and what do you want it to give them?

Your clients, yes. But also yourself. Your family. Your team. What does this business owe them - and what does it owe you?

YOUR ANSWER

YOUR NORTH STAR – PULL IT TOGETHER

Based on what you've just written, complete this in your own words:

"I built this business because... and what I want it to give me – and the people I serve – is..."

This is your Why You Started. It doesn't need to be perfect – it needs to be true. Keep it somewhere visible. When a decision gets hard, this is the tiebreaker.