



My 10 BIG Points TM

There are SO many reasons why your business “could” go on to disrupt an industry, outperform your peers, break records and just perform at the very highest level. This exercise is to get down on paper those things which are “possible” when obstacles are removed, resources are added and you are free to pursue them.

The key to this exercise is to take a moment to think about 5-10 of your biggest current strengths (things that differentiate you, things that you are super confident in, things that are working really well) and get those down. Next, 5-10 new things that are possible when you are not constrained in any way. Then circle back through the list and pick the 10 BIG Points that create a powerful story about where you are, and where you could go. These become key to building YOUR EXIT STORY.

Biggest Current Strengths:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



What is possible? Biggest, boldest things you can truly imagine IF the hurdles were removed?

- 1.
- 2.
- 3.

Brainstorm BIG moves. Hire that rockstar, close that distribution deal, reduce the debt... What changes does that create?

- 1.
- 2.
- 3.

Describe your new scenario. If you did all the things you listed above, where are you? (ie. biggest ____ in the world, growing at 50% a year, twice the size of your competitors, etc.)

- 1.
- 2.
- 3.

What do I have that buyers want? What makes your company a no-brainer for buyers looking to get an edge?

- 1.
- 2.
- 3.



Now, after looking through the lists above pick your **Top 10...** the things that feel great to you when you consider telling the story of **“What is Possible”** in your business.

My 10 BIG Points

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.