

SESSION 2 WORKSHEET

FACTS FIRST Business Optimization Program

Mission Analysis & Priority Setting

Instructions: Use your Session 1 data to complete this mission alignment analysis. Be completely honest - this builds on your factual foundation.

EXERCISE 1: MISSION CLARITY DEEP DIVE

Beyond "Making Money" - Your True Business Purpose

When you started this business, what problem were you passionate about solving?

What impact do you want to have on your clients/customers?

If money wasn't a factor, what would you spend your time doing in this business?

What legacy do you want your business to create?

MY MISSION STATEMENT *(2-3 sentences)*
