

Leadership for Business Owners

The Strategy in 60 Seconds

Most owners say they're content. A lot of them are just complacent. Here's the two-question audit that tells you which one you are, in sixty seconds.

ENTROPY

Left alone, everything drifts toward disorder - including your business

THE TWO-QUESTION AUDIT

- o What am I pursuing? - One goal. One date. Say it out loud.
- o Where am I complacent? - Name the area you keep avoiding.
- o Put a number on it - Weekly metric you can actually check.

YOU MIGHT BE COASTING IF

- Comfort comes first
- Minimum effort is normal
- No new goal in 90 days
- You avoid the scoreboard
- Commitment feels risky
- Ambition feels naive

COMFORT IS THE TELL