



The end of the year is an ideal time to have an exam of your practice. How healthy is your business?

Here are 15 questions to ask yourself and your team. You may find it helpful to review throughout the year.

1. List 1-3 milestones that you achieved in your business and why and how did it happen?
2. What was an "AH- HA moment " that you had this past year?
3. What would I do differently?
4. What roadblocks, detours or obstacles did my business have? (Hint: are you one of the roadblocks?)
5. What lessons were learned?
6. Is there any unfinished business? And if so, what next step will I take to complete the unfinished business?
7. What do I want to accomplish in my business this next year and who and what is needed to get there?
8. Remind yourself, what is the mission/purpose of my company? Is it time to revisit this and change or update it?
9. Where do I want my company to be in 5 years?
10. What does my company do best?
11. What areas could be improved?
12. What is unique about my company/services vs. my competition?
13. Why do my customers remain my customers? How do you ask?
14. What can I do this year to improve myself and my business?
15. What can I do to make this "the best place to work?"



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