

Asking the Right Questions

What are you looking to achieve

vs

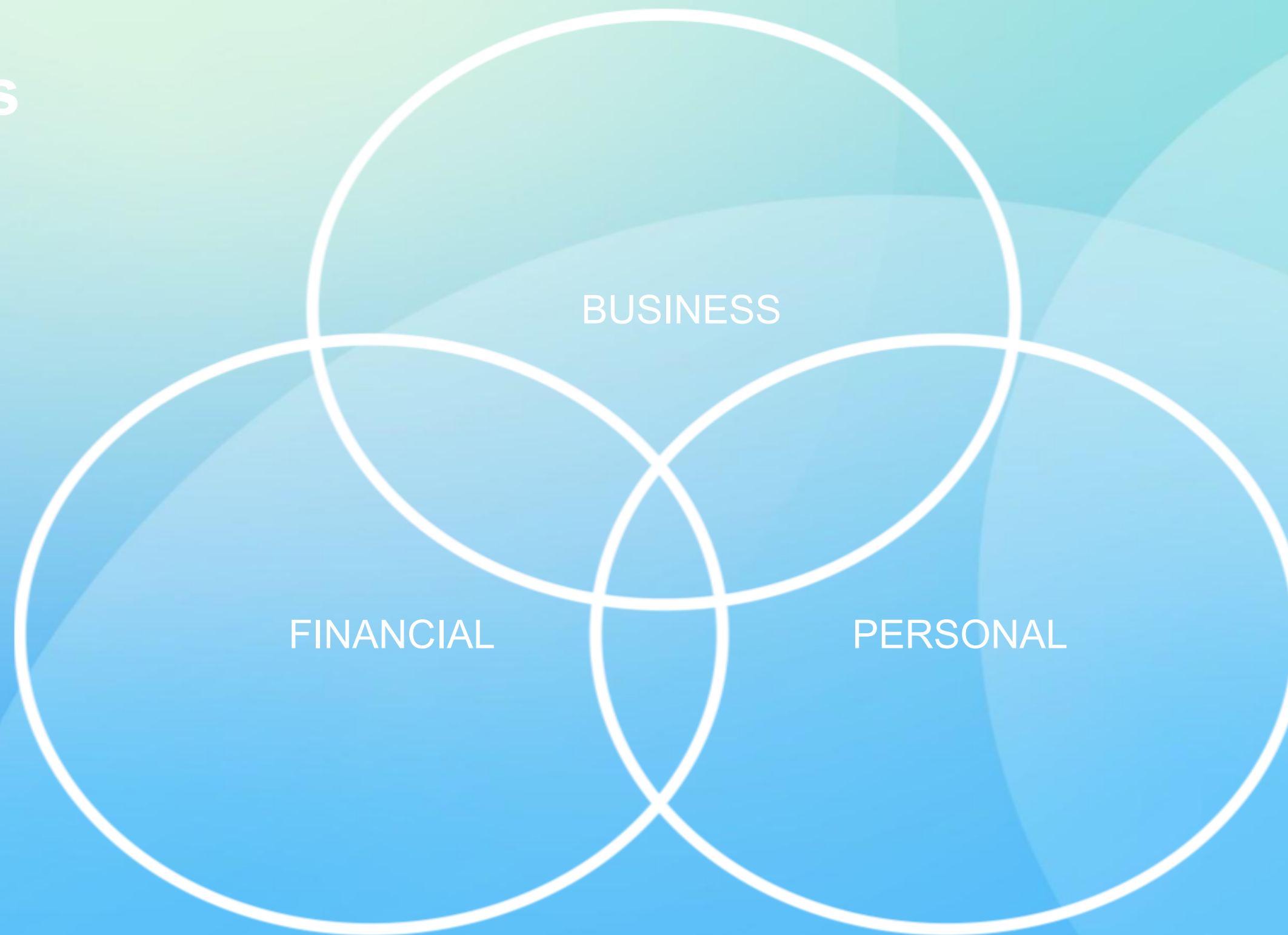
What do you want from an accountant



What are you looking to Achieve?

12 Months

3 Years



Leading Questions

1. If next year is (about the same / slightly better / slightly worse) than last year is that an acceptable position for you?
2. If not why not?
3. Is the business / structure prepared - liquidity / working capital / physical space / warehouses & offices / head count
4. What needs to change?
5. What will have the biggest impact?
6. Who will be responsible?
7. What does success 12 months for now look like and where is the plan to get you there?
8. Can you afford NOT to know the impacts of your business decisions before you make them?

