

Questions to Help You Identify Opportunities



- **What takes too long?**
- **What is wasted?**
- **What is too complicated?**
- **Where are the bottlenecks?**
- **In what ways are you inefficient?**
- **What would you like to organize better?**
- **What business idea would you like to work on?**
- **What business relationship would you like to improve?**
- **What would you like to do better?**
- **What would you like to get others to do?**
- **What changes would you like to introduce?**
- **What wears you out?**

Typical Business Challenges



- **What creative solutions can I make about new product/service ideas?**
- **How can I cut costs and increase production?**
- **How can we better handle customer complaints?**
- **How can we become more customer oriented?**
- **How can we better differentiate our product from all others?**
- **What new product/service is needed? What extension of a current product/service market?**
- **How can I sell 20% more than I am at present?**
- **How can our advertising better communicate about our goods and services?**
- **What awards would be meaningful for employees?**