STRATEGIC BUSINESS
COACHING

THE DECISION FILTER

How Successful Business Owners Know What to Say Yes To... and More Importantly, What to Say No To

INTRODUCTION

Every business owner is presented with opportunities every day.

The challenge isn't finding opportunities.

The challenge is deciding which ones deserve your time, energy, and investment.

Today's goal is to begin building a simple decision filter that helps you evaluate future decisions with greater confidence and clarity.

STEP 1- What Gets You Out of Bed in the Morning?

What gives you energy?

Think about your best days as a business owner.

What were you doing?

Helpful Questions

- What problems do you love solving?
- What work would you happily do all day?
- If money wasn't part of the equation, what would you still enjoy doing?

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STEP 2 - What Could You Become Best in the World At?

Forget what you're good at.

What could you become truly exceptional at?

Helpful Questions

- What do customers consistently praise?
- What would your last 100 Google reviews say?
- What do customers choose you over your competitors for?

STEP 3 - What Drives Your Economic Engine?

What is your Profit Per X?

Examples:

☐ Profit Per Customer

☐ Profit Per Employee

☐ Profit Per Project

☐ Profit Per Technician

☐ Profit Per Location

☐ Other: ________________

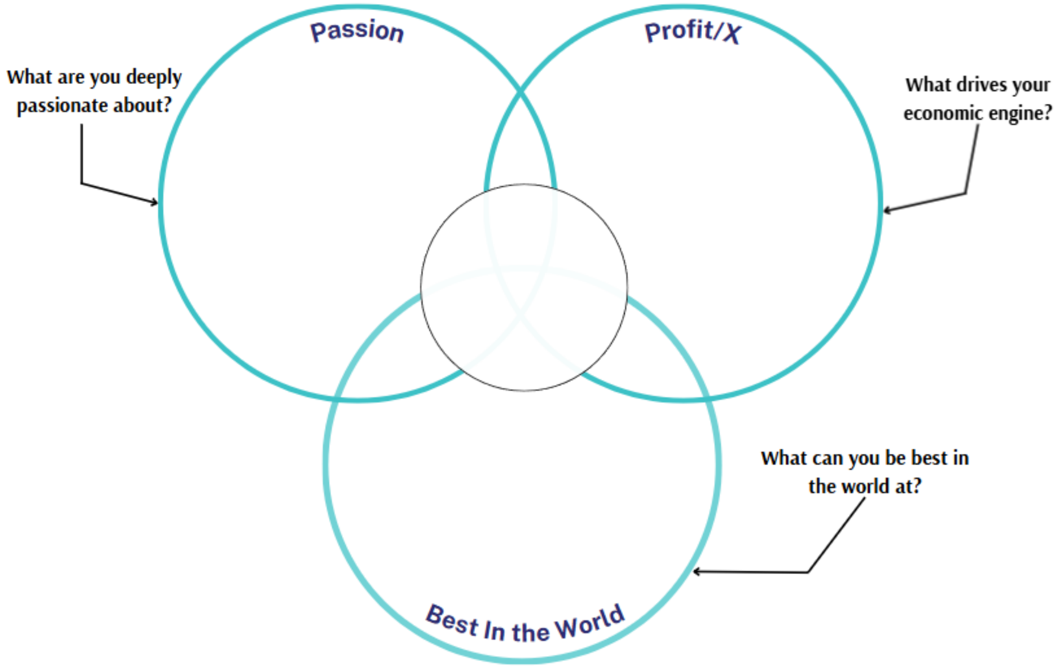
Why did you choose this?

STEP 4 - THE INTERSECTION

Where do all three circles overlap? *(This is your Decision Filter.)*

HEDGEHOG CONCEPT

(Jim Collins)



Describe your Hedgehog Concept in one sentence.

STEP 5 - Run One Opportunity Through Your Decision Filter

Think about one opportunity you're currently considering.

Examples:

- New Service
- New Customer
- New Hire
- New Location
- Acquisition
- Partnership
- Marketing Idea
- New Product

Opportunity

Does it align with your Decision Filter?

▣ **YES** ☐ **NO**

Why?

FINAL REFLECTION

What opportunity should you say YES to?

What opportunity should you say NO to?

What would saying "no" allow you to say "yes" to instead?

Key Takeaway

Every time you say yes to the wrong opportunity...
You're saying no to the right one.