

THE FIVE QUESTIONS EVERY CEO MUST ANSWER

① Who are you?

Mission: Why we're in business

Values: How we do business

Vision: Where we want or 'envision' the business to be in 3 - 5 years

② Who is your (primary) customer? Secondary customer(s)?

③ What value do you add to your customers? What are they willing to pay for?

④ How are you measuring the value you are providing?

⑤ What's your plan to add more value to more customers?

