



Entrepreneurial Trinity: Appendix B

Questions to Ask Prior to the Journey

We created a list of questions to ask along the journey. These may be questions to reflect on at various stages along the journey.

Conception

- Are you courageous enough to push yourself outside your comfort zone to help someone you care for be their best?
- Who are the authors, mentors, and influencers that you are plugged into and gaining wisdom from?

Newborn

- What is the realistic, worst-case scenario if your business doesn't succeed as you envision?
- What does success look like to you?
- Do you have a person in your support system who is willing to go above and beyond to help you succeed in the early days of your business?
- How are you currently spending your time? Are you doing everything you can do or everything you should do?
- What's your version of the newsletter? What are other low-cost, high-value methods that you can use to differentiate your new business from the competition?
- Who is in your village?
- Who motivates you to be a better person while simultaneously believing in you and pushing you to accomplish more in all aspects of life?
- Who is the professional you have on such a high pedestal that you're nervous about reaching out to but are willing and eager to help if you just ask?
- Who is your trusted peer who has already walked the road you're walking and has a positive but realistic view of what lies ahead? Who will tell you the Optimistic Truth and make you laugh when you need it?





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Toddler Years

- Who in your circle is a great networker and is willing to invite you into their circle?
- How frequently are you reading or listening to books and content that will help you along your path? How much of that time is devoted to business? Family? Faith?
- Can you be the small “j” jerk that your business and your team need?
- How do you view mistakes? Do you view them as learning moments? Are you comfortable sharing them with others?
- Do you need help remembering to celebrate your wins? Who can you enlist, if necessary, to be your gauge and let you know when to celebrate them more frequently?
- Is what you’re reading and listening to diverse enough to cover all aspects of the Entrepreneurial Trinity? Where do you need to shift your focus more: faith, family, or business?

Adolescence

- Who are your trusted friends/advisers who will help you make wise decisions when your emotions are conflicting with your own logic?
- How many Free Days have you taken in the past year? What’s preventing you from taking more? Who can assist you with taking more?
- What resources will you use to develop the right operating system for your business? Have you found the one that resonates with you the most? Do you prefer a detailed business plan or a single sheet V/T0?
- What is your Unique Ability? What is it you love doing that comes so effortlessly that you assume it’s easy for everyone? Are you willing to lean into it? Are you willing to embrace your God-given talent?
- Will your recruiting and hiring process allow you to find rockstars? What can you do to improve it?





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Adolescence (Cont.)

- Who is your finance guru? Who will you lean on for advice? Who will hold you accountable to ensure that you, the owner, are prioritizing your finances so that your budget includes all required expenses, including properly compensating yourself?
- Are you comfortable being transparent with your team? With your clients? How transparent do you want to be?
- Do you have an Executive Assistant?
- Are you comfortable networking in large group settings or small ones? What types of events do you enjoy attending that you could consider replicating for your network? What can you do to add value to your network with no expectations of a return?
- Do you know what your One Year From Today goal is? Do you need the help of other business leaders to help you clarify or strengthen it?
- Are you comfortable being transparent with your team? With your clients? How transparent do you want to be?

Emerging Adulthood

- Have I accomplished everything I wanted to with this venture? What's next for the business? Where do I want it to go? What's next for me? Where do I want to go? If I move on, will the company thrive without me?
- How prepared are you for the inevitable emergency? What should you do to help your business survive? What should you do to protect your family?
- What would you do if an interested buyer approached you about your business? Would you entertain their offer? Why?
- Is your current faith community in line with your values? Is it challenging you to be the best version of yourself? Or is it simply good enough?
- How would you define your generosity? Do you regularly push yourself outside your comfort zone?
- What organizations are near you that your time, your money, and your heart will provide a great reward for others and an even bigger reward for you?





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Adulthood

- What is your heart beating for, and where are your steps taking you? Do you need some time to think it through? Are you being intentional with your time, talent, and treasure? Are you intentional with those you spend your time with?
- Who is your ideal support system? Do you have your rock? Do you have mentors? How strong is your network? Should you reach out to a small business incubator in your area?
- Are you and your spouse headed in the same direction but in separate cars? Are you being intentional about where you're driving your business? Your family? Your faith?

Unsolicited Advice

- Are you doing enough verbally and non-verbally to show your gratitude to those sacrificing for you and your business?
- Who are you comfortable speaking about your mental health with? Are you equally committed to getting the help you need, whether it is for your knee or your mind?
- Where do you obtain your spiritual direction? Are the religious leaders in your life pushing you enough and demanding the best of you? Do your friends inspire and motivate you? Would dedicated spiritual direction make sense for you?
- Are you happy with your commitment to preach the Gospel with your actions? Would your team easily be able to identify your faith? Do they know that you pray for them?
- Are you more inclined to be the fire inspector first rather than the firefighter? Are you able to identify the firefighters as opposed to the fire inspectors around you?
- Where are you right now with your humility and your confidence? Do you feel that you could and should be speaking to someone about it? Do you feel that journaling will help?
- Are you fully aware of your self-limiting beliefs? As you think through your past, do you know which issues may hold you back? Do you know which ones may benefit you?





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Unsolicited Advice (Cont.)

- Who in your world are you “protecting” by not giving them the opportunity to step up and support your entrepreneurial journey in whatever way they can?
- Who are the who’s that you will need to address the how’s that are not in your unique ability? How will you maintain a list of potential team members, vendors, and collaborators as you become aware of them along your journey?
- What are you putting 120 percent effort into right now? Do you need new people, processes, or resources to get to 100 percent?
- Do you recognize the values that are core to you, knowing that you will want to and have to lean on them throughout your journey? They are going to be vital to your success.
- Who are your friends that you can ideate with and speak about business, family, and faith with, all while having a few laughs?
- How good are you at the “next hole, new hole” mindset? What can you do to learn from, but also move on from, a bad meeting or interaction to avoid compounding the issue?

