**Exit Readiness Questionnaire**

|  |  |
| --- | --- |
| 1. Do you have a clear vision of when you exit, how, for how much? |  |

|  |  |
| --- | --- |
| 2. In the interim, are you building your wealth to support your legacy? |  |

|  |  |
| --- | --- |
| 3. How is the marketing in which you operate performing? Growing/challenging? |  |

|  |  |
| --- | --- |
| 4. What is the market opportunity for you? |  |

|  |  |
| --- | --- |
| 5. What worries you about your business? |  |

|  |  |
| --- | --- |
| 6. What is your USP? |  |

|  |  |
| --- | --- |
| 7. What is the operational strategy that gets you to exit? (for example, are you a software reseller or a consulting organisation that also sells software) |  |

|  |  |
| --- | --- |
| 8. Who are the people who might buy you?  (this changes depending on the strategy) |  |

|  |  |
| --- | --- |
| 9. Have you got a clear understanding of your customer journey? |  |

|  |  |
| --- | --- |
| 10. Is your team aligned to what you perceive your business to be - do they talk the same language?  Do they know? |  |

|  |  |
| --- | --- |
| 11. Are you behaving like the business you want to be? – For example, if you’re a consulting business, is the consulting team set up to win business? Do you utilise the right metrics? Are you happy with your business process efficiency? How you communicate? |  |

|  |  |
| --- | --- |
| 12. What is you and your team’s ability to execute on the strategy? Who are the blockers? |  |

|  |  |
| --- | --- |
| 13. Could you explain now the plan to treble your business (Revenue & Profit)? Often, we think too incrementally. Get out of your comfort zone – think bigger and work back. |  |

|  |  |
| --- | --- |
| 14. Can you clearly articulate the levers you can pull in the business to improve performance? |  |

|  |  |
| --- | --- |
| 15. Can every member of your management/senior or client facing team say the same thing about the business if asked to pitch? (and would you be happy with what they say?) |  |