

A REFLECTION GUIDE FOR ESTABLISHED BUSINESS OWNERS

Five Questions *Your Business Is Waiting For You To Ask.*

There comes a point in every business where things are working well enough that the bigger questions stop getting asked.

This is that space.

01 If you stepped back from the business tomorrow, what would break first?

Not your title. Not your role. The actual things that would fall apart without your daily involvement.

YOUR ANSWER

02 If we sat down and looked at your numbers together, would it be obvious which of your clients, services, or products are actually making you money? And which ones are quietly costing you more than they return?

It is one thing to know your revenue. It is another to know exactly where the profit is coming from.

YOUR ANSWER

03 What has stayed the same in your business for the last three years that probably should not have?

Pricing. Cost structure. A way of working. These things quietly run the show long after the business has outgrown them.

YOUR ANSWER

04 If someone examined your business closely today, would you be proud of what they found underneath?

Not the brand. Not the revenue. The structure underneath. This is not a question about selling. It is a question about what you have actually built.

YOUR ANSWER

What did you notice?

If you answered all five with confidence and clarity, your business is in good shape. Keep tending to it. If one or two made you pause, that is not a problem. That is awareness. And awareness is the first step.

That awareness is worth something. The question is what you do with it.

“Wisdom is more valuable than silver. And nothing you desire for your business compares with truly understanding it.”

START THE CONVERSATION

Most business owners do not need more information. They already have the numbers, the experience and the instinct. What is often missing is the space to step back and someone to sit beside them and ask the right questions.

If that is the kind of conversation you are ready for, it starts with a single question: what made you reach out today?

BOOK A CALL

[Book a call with Murray](#) →

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A DIFFERENT CONVERSATION

If question four stopped you, and the exit conversation feels more relevant, that is a different conversation.

[The Cash Out Catalyst](#)