

Issue	Importance
1. Increasing sales to existing customers	
2. Getting new customers	
3. Expanding your range of products and services	
4. Improving quality and service	
5. Reducing your costs	
6. Energising your team members	
7. Having a written strategic plan	
8. Having a detailed budget	
9. Getting accurate and regular reporting of budget to actuals	
10. Knowing and tracking your Key Performance Indicators	
11. Improving cash management	
12. Reducing debt	
13. Knowing how you're doing compared to others in your industry	
14. Having a succession plan or exit strategy	
15. Using new technology to improve productivity	
16. Having everyone follow uniform systems for all processes	
17. Having greater flexibility with work hours	
18. Taking more time off	
19. Funding your retirement	
20. Protecting your family against your death or disability	
21. Funding your children's education	
22. Protecting your business with funded cross-purchase agreements	
23. Building your personal wealth	