

## RUN, FIX, GROW OR PREPARE TO SELL – DECISION MATRIX

In the previous video we discussed the 4 primary business functions that you will face as an owner in your business lifecycle.

- **Running your company**
- **Fixing your company**
- **Growing your company**
- **Preparing to sell your company**

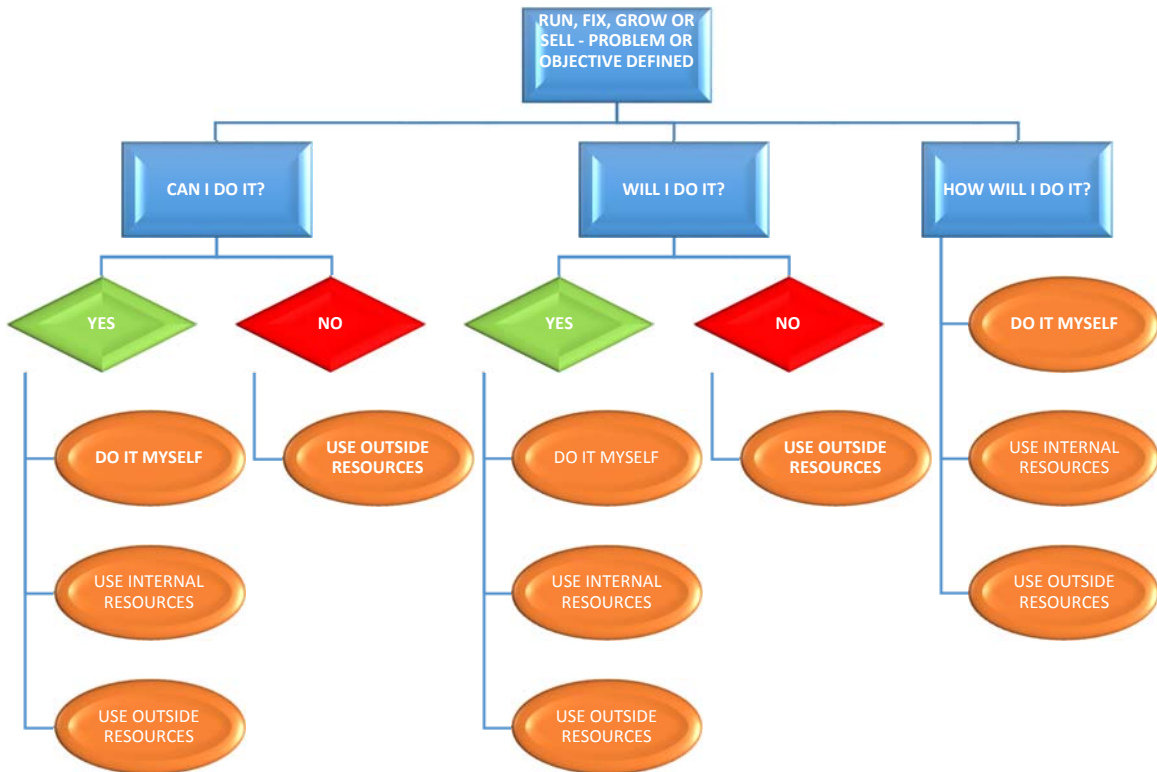
The previous download exercise ([LINK](#)) asked you to review and identify the primary area needing your focus and attention.

In the current exercise, and given your Best and Highest Use, ask yourself:

<b>1. Can I do it? Am I capable of accomplishing what my firm needs to be done? Have I done it before? Do I have the passion, confidence, and commitment to see the task through? Do I have the time, the energy and the skills to complete this phase?</b>
<b>2. Will I do it? Will I apply myself? Will I stay sufficiently focused and not get distracted from completing what needs to be done? Will it stay a top priority?</b>
<b>3. How will I do it? Will I throw my full energies and passion into proactively accomplishing this phase? Will I be optimistic, impatient and constructive in how I motivate both myself and my team to get the phase done?</b>

Consider the decision tree, which combines both your decision making process on first focusing on running, fixing, growing or preparing to sell your firm and then can, will and how will you get the work done.

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Have questions and thoughts on how to do this? Contact me at (412) 973-2080 or [abirol@andybirol.com](mailto:abirol@andybirol.com).

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