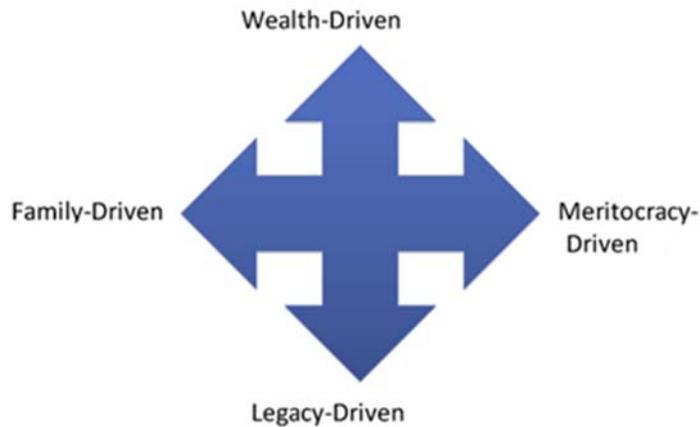


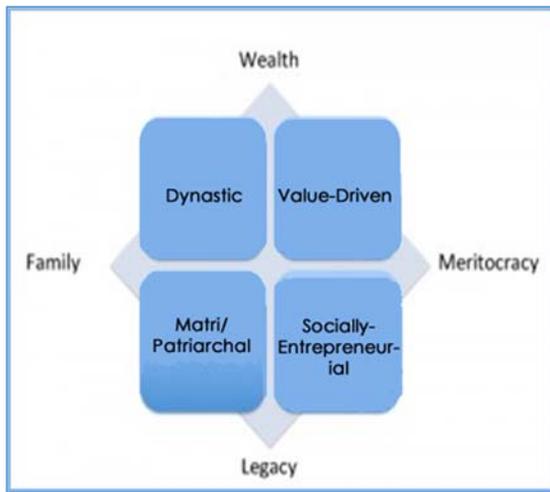
## WHAT PURPOSE DOES YOUR BUSINESS SERVE? FOCUS IT ON YOUR GOALS! PART 2

In the previous email and exercise, **{What Purpose Does Your Business Serve Part 1 (LINK)}** we asked you to evaluate your business, its focus and the direction you'd like your business to go. If you didn't complete the exercise click the link above.



To review, you were able to determine on the horizontal axis your focus between **Owner/Family-Driven** and **Meritocracy-Driven**. On the vertical axis you were able to determine your focus between **Wealth-Driven** and **Legacy-Driven**. By doing the exercise, you have placed yourself in one of four quadrants.

**Now, we are going to define the quadrants and help you create a decision roadmap to take your company in the direction you want it to go.**



**Family and Wealth** you are working to create a **Dynasty** and build the wealth of your family. You should invest heavily in your next generation based on the ROI for your business.

**Family and Legacy** you are taking the approach of a **Matriarch** or a **Patriarch**. You will make decisions based on your love for your kin and your intention to carry forward the company in your name.

**Meritocracy and Wealth** you are working to create the most **Value-Driven** company you can regardless of your family. You should invest heavily in the best talent that will generate the highest ROI for your business.

**Meritocracy and Legacy** you are taking the approach of a **Social Entrepreneur**. Your decisions will be based on how you can do the most good for your community by working with the best and brightest you can hire.

## WHAT PURPOSE DOES YOUR BUSINESS SERVE? FOCUS IT ON YOUR GOALS! PART 2

Based on the quadrant you have defined as you and your company's desired focus, take a few minutes to complete the following exercise. It will outline steps you should be taking to align your business goals.

### DECIDE AND ALIGN YOUR BUSINESS

BUSINESS LEGACY	QUESTION/ACTION	ANSWER	NEXT STEPS
<b>DYNASTIC</b>			
	Is my family financially dependent on the business?		
	Is the business financially sustainable and secure?		
	Does my business need to create 8-Figure Profitable Growth to build more wealth?		
<b>MATRI/PATRIARCHAL</b>			
	As it's leader, how much do I want to influence the lives of the family in my business?		
	What is my obligation to family and its continued success?		
	My family's name is and will stay synonymous with our business		
<b>VALUE-DRIVEN</b>			
	How will I retain key talent?		
	Do I need to attract new talent?		
	Is my business currently as attractive to prospective buyers as it needs to be?		
<b>SOCIALLY-ENTREPRENUERIAL</b>			
	Am I recognized as a champion of the causes I stand for?		
	Am I able to give my community, charities and causes the time I want to?		
	Are my charitable and philanthropic contributions affordable?		

You have now documented your answers and next steps to the above questions. How can you best drive your organization forward to meet your goals?

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

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