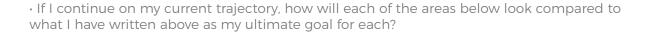
Thinking Time Worksheet – **COVID19 SURVIVAL**

Thinking Time

Thinking time is a concept I learnt from my mentor Keith Cunningham. You take a pen and paper and sit quietly and ask yourself probing questions. You don't just do this flippantly, you have to take your time to really think each one through. I recommend diarising at least an hour a week for this. There are several questions you can ask yourself, but as a starting point here are the most important questions I use both to work out what I want in the first place and for my regular thinking time. On this worksheet I have included an additional section for Covid19 Survival. Take some time to go over these questions to get the answers you need for your business future.

Questions – The Biq Picture

- · What is my ultimate vision for each of these areas?
- · my Business
- · My life
- · Relationships
- · Learning
- · Other areas eg Health



- · my Business
- · My life
- $\cdot \ {\sf Relationships}$
- · Learning
- · Other areas eg Health



- · What is it that is stopping me from achieving my ultimate
- · Business
- · life
- · Relationships
- Learning
- · Other areas eg Health
- · What are the things I must do differently to achieve my ultimate
- · Business
- · Life
- · Relationships
- Learning
- · Other areas eg Health

The power of thinking time is to spend time going over and over each question, so really focus!

Section 2 - Specific Questions for Covid 19 Survival

- · How will Covid 19 affect my business if we have continual disruption for one to two years?
- · What can I do to mitigate these risks?
- · How can I streamline my business processes?
- · What would be the impact of the streamlining mentioned above on my P&L?
- · What costs can I cut that can keep me going now without affecting my P&L in 2021?
- · What other products and services can I offer to my customers?

Thinking Time General Business Questions

My Positioning

- · What space can I own?
- · What are the USPs for my product or service which differentiate me from the market

My Customers

- \cdot What are the marketing channels can I use to acquire customers within the margin of my product?
- · What killer offer or incentive can I use to drive engagement or entice new customers to buy?
- · If I never had another new customer, what would I do differently to retain my existing customers?

My Focus

Now, going back to your business, life and each area- Write down the most important things for the next 90 days. One Major and up to 2 minors for each.

2020

What's the most important thing I can get done in each area?

The year	MAJOR OUTCOMES	
	MINOR OUTCOMES	
	MAJOR OUTCOMES	
The rest of this year		
	MINOR OUTCOMES	
	MAJOR OUTCOMES	
The quarter July - September		
me quarter July - September		
	MINOR OUTCOMES	

2021

The full year- What is the most important thing I can achieve in 2021 in

Business	
Life	
Relationships	
Learning	
Other areas/health	