

## 14 Questions for 2014

Happy New Year! Here are some questions to consider – the answers could be game-changers. Read and reflect on these as you write your 2014 Snapshot Letter or consider issues to bring to your group this year.

1. How are you making your employees lives better?
2. What's the biggest way you can enhance your customers' experience with your company?
3. How could technology dramatically improve your operation?
4. What are you doing to develop the skills and talent of your leadership team?
5. Who is focused on reducing costs in your organization?
6. What are your strategies for growing market share?
7. What new product or service offerings are you developing and testing?
8. How clearly defined is your long-term succession plan?
9. What are you doing to better define and leverage your corporate culture?
10. What's your vision for 2020? How are you communicating that to your team?
11. What are you doing to better position your company for M&A?
12. What's keeping you up at night? What are you going to do about it this year?
13. What's the biggest barrier to growth for your company? How can you focus on eliminating or reducing this barrier?
14. How are you getting better this year?