# Future》Proof

Inevitable Change >> Limitless Opportunity



# North Star

FutureProofAdvisors.com



## **North Star Worksheet**

#### What

#### Why



The North Star represents the long-term, high-level aspirations that guide your business towards its ultimate goals. It

serves as a beacon, providing clarity and direction, regardless of where you are on your journey. Think of it as the overarching vision that aligns your personal and business objectives with your purpose and values.

Having a North Star is essential for ensuring that your efforts are focused on what truly matters. It provides a sense of purpose and direction, helping you prioritize tasks and make decisions that align with your vision. By marrying your personal and business goals with financial aspirations, the North Star creates a roadmap for success.

#### How

#### Future»Proof Point

#### **Clarify your overarching** aspirations that drive both your business and personal goals.

Ensure alignment on key areas:

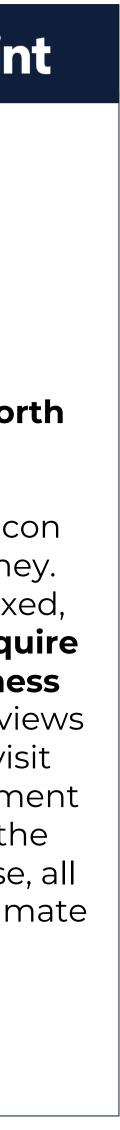
- Purpose & Vision
- Financial & Strategic Ambitions
- Value & Positioning
- Valuation and/or Exit Potential  $\bullet$
- **Business Growth Opportunities**
- Available Resources
- Team Roles and Organizational Structure
- Desired Culture
- Preferred Pace of Change



#### **Regularly Evaluate Your North Star Progress!**

Your North Star is like a beacon guiding your business journey. While its position remains fixed, the path to reach it may require adjustments as your business evolves. Schedule regular reviews to assess your progress, revisit your goals, and ensure alignment with your vision. Embrace the flexibility to refine your course, all while staying true to your ultimate destination.

#### **FutureProof**

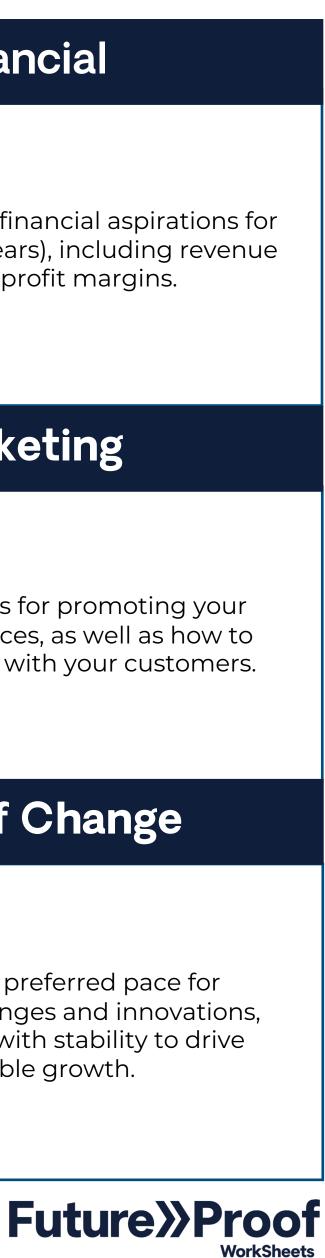




### **North Star** Worksheet



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	Growth Ops: Services	Financial
and ons, <sup>f</sup> or	Identify potential avenues for expanding and improving your products and services, outlining strategic initiatives to pursue for enhancing market presence and profitability.	Establish long-term financial aspirations your business (3-5 years), including reve targets and profit margins.
	Positioning	Marketing
or t ent	Define desired positioning within the market landscape, highlighting unique selling propositions and competitive advantages.	Develop strategies for promoting you business and services, as well as how effectively engage with your custome
	Culture	Pace of Change
elf nd rely.	Define the cultural environment you envision within your business, encompassing values, norms, behaviors, and attitudes that reflect your desired goals and outcomes.	Determine the preferred pace for implementing changes and innovation balancing agility with stability to driv sustainable growth.



#### **North Star** Worksheet





#### **About Us**

dollar exits, we specialize in getting businesses "unstuck" and on the path to rapid transformation.

Our network of passionate C-level Strategic Advisors functions as a custom outsourced **board**, focused on unlocking hidden value and accelerating growth. We work alongside handpicked members to develop and execute business-changing strategies that enhance operational efficiency, generate increased profitability, and drive better future-proof outcomes.

For more information, visit <u>www.FutureProofAdvisors.com</u> or contact us at info@futureproofgrp.com.

#### Inevitable Change » Limitless Opportunity



#### Future Proof Advisors is a leading mid-market and emerging company advisory firm founded by two pragmatic visionaries who have successfully grown and scaled businesses from \$4M to \$200M+. With a track record of transforming Inc. 500, private equity-backed, and publicly traded companies into award-winning, highly profitable industry leaders that realized multi-million