

Future»»Proof ADVISORS

Inevitable Change»»Limitless Opportunity



North Star » Worksheet

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What



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.

Why

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

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
- Business Growth Opportunities
- Available Resources
- Team Roles and Organizational Structure
- Desired Culture
- Preferred Pace of Change

Future » Proof Point



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.

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Why	Growth Ops: Biz	Growth Ops: Services	Financial
Define the overarching purpose or mission of your business, aligning it with personal values and aspirations.	Identify potential avenues for expanding and enhancing your overall business operations, including strategic initiatives to pursue for long-term growth and development.	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 for your business (3-5 years), including revenue targets and profit margins.
Valuation	Exit Options	Positioning	Marketing
Set desired business valuation, considering factors such as market trends and industry benchmarks.	Consider potential strategies for exiting or transitioning out of the business, if that aligns with your goals, ensuring alignment with long-term objectives.	Define desired positioning within the market landscape, highlighting unique selling propositions and competitive advantages.	Develop strategies for promoting your business and services, as well as how to effectively engage with your customers.
Mgt Team Roles	People/Org Structure	Culture	Pace of Change
Clarify roles and responsibilities within your management team, fostering collaboration and accountability.	Define the ideal structure for both yourself and your team, ensuring it aligns with and supports your business objectives effectively.	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 innovations, balancing agility with stability to drive sustainable growth.

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Why



Growth Ops: Biz



Growth Ops: Services



Financial

Valuation



Exit Options



Positioning



Marketing

Mgt Team Roles



People/Org Structure



Culture



Pace of Change



About Us

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 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 hand-picked 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 www.FutureProofAdvisors.com or contact us at info@futureproofgrp.com.

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