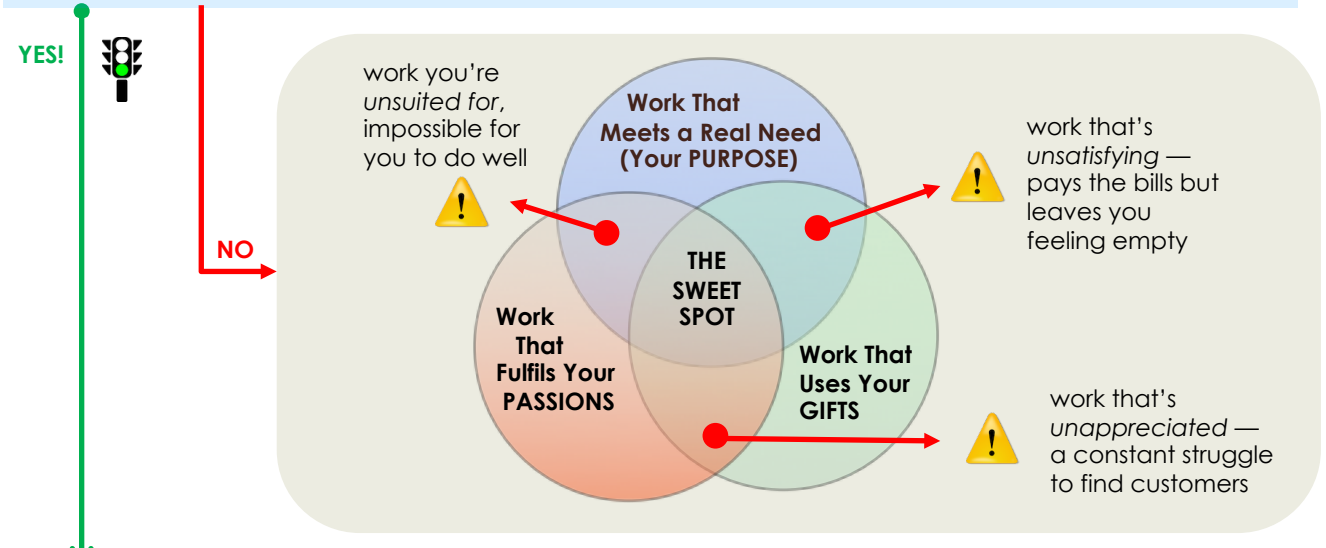


1. Does your business enable you to do work that's at the intersection of what you love doing (your passions), what you're uniquely skilled at doing (your gifts), and what is needed in the world (your purpose)?



2. Do your potential customers actually appreciate that they need what you offer, and can they afford it?

YES!

NO even if it's wonderful, no point offering something that costs more than customers can pay

NO if it isn't obvious to customers that they need what you offer, marketing won't change that

3. Do your business colleagues share your passions and your purpose, and are their gifts and yours collectively exhaustive?

YES!

NO any major enduring skill gaps could lead to costly mistakes or the need to continually hire expensive outsiders

NO your colleagues may lose interest in the business and leave, and then where will you be?

4. Is your community-based business organized as a co-operative or other genuinely equal partnership, and does it embrace self-management & delegation principles & processes that empower everyone to do their best work (eg teal*)?

YES!

NO your business may lack the agility, transparency, and learning capacity necessary to manage change

NO your business may be vulnerable to all the problems** (eg lack of trust and commitment) that come with hierarchy

5. Do your processes enable you to continuously assess customers' changing needs, and ensure continuous innovation of your offerings?

YES!

NO your business will be vulnerable to loss of customers to "disruptive innovator" competitors, and you may not be able to rely on customers for "word-of-mouth" recommendations (the best "marketing") or to help you finance start-up or new activities

6. Is your business agile and improvisational enough to adapt to major unpredictable risks it might face, and does it have processes to prevent, mitigate and manage predictable risks?

YES!

NO your business will be vulnerable to market shocks, economic crises, the evolving effects of climate change, loss of key people, litigation, regulatory and insurance risks, disruptive trends, new tools, threats and opportunities

7. Do you have, and carefully nurture, deep networks of people outside your organization that will keep you current on developments in your industry/sector, technology changes, and other challenges?

YES!

NO

Your business has what it takes to succeed. Of course, you have to define success on your own terms, but your definition should probably include:

- a) your people make a comfortable living doing work they love, relatively stress-free, working the number of hours/year they want to work
- b) you don't have to grow, or give up ownership to outsiders, or be beholden to outside financiers, or market your business, to generate the amount of business you need to continue operating indefinitely
- c) your customers are your partners: they love your products and services, refer others to you, invest in your business, and tell you honestly how to improve what you do
- d) your business will thrive during economic depressions, and even if the industrial economy collapses, and
- e) your business contributes to the creation of a thriving local community

* To learn more about such processes and principles, read *Reinventing Organizations*, by Frederic Laloux, free to review online
 ** To learn more about the advantages of co-ops, visit <https://ica.coop/>