**Welcome to the Business Owner Magazine! (**[**Discover our collaborative forum, FREE resource library and more with The Business Owner**](https://www.thebusinessowner.co.uk/)**).**

*Please answer the following questions in as much detail as possible and preferably in your own words (try not to copy and paste from sales literature or your website).*

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| --- |
| **Details** |
| Name |  |
| Company Name |  |
| Position |  |
| Industry |  |
| Social Media Handles |  |

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| --- |
| **Questions** |
| What does your company do? |  |
| What changes or challenges do you foresee for your company in the next three years? |  |
| Are you optimistic, realistic or pessimistic about 2022? |  |
| What is the most important task you carry out each day? |  |
| What is your company’s most important KPI? |  |
| If you could instantly change one area or thing about your business, what would it be? |  |
| How would you rank the following in order of importance? (1 most, 5 least)* Environmental
* Strong financial data
* Sales pipeline
* Team communication
* Social media
 | 1.2.3.4.5. |
| What motivates you every day? |  |
| How would you describe your management style? |  |
| What makes your business stand out? |  |

*Thank you for participating, it was great to hear from you.*