

**Survive** <sup>OR</sup> **Thrive**

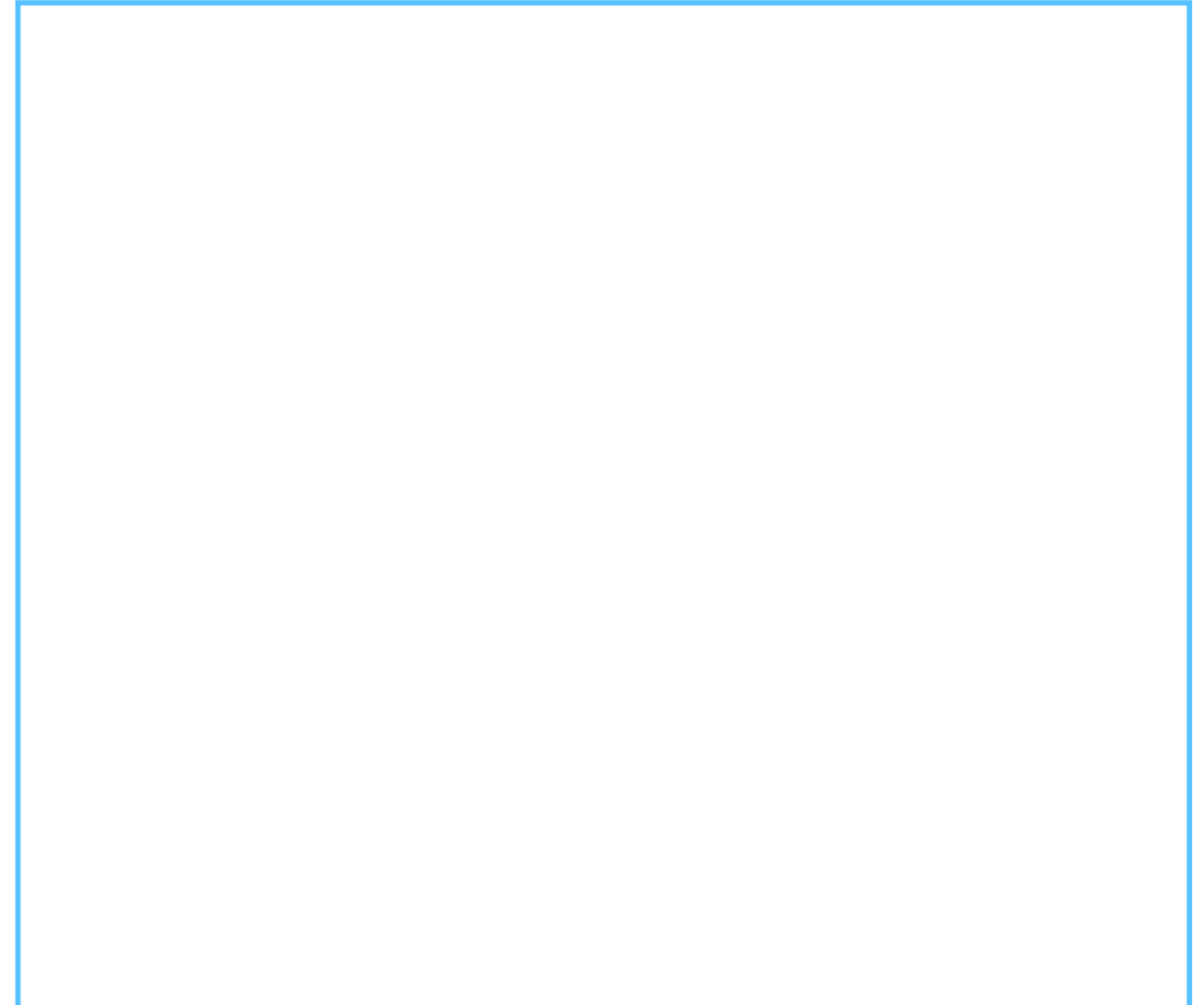
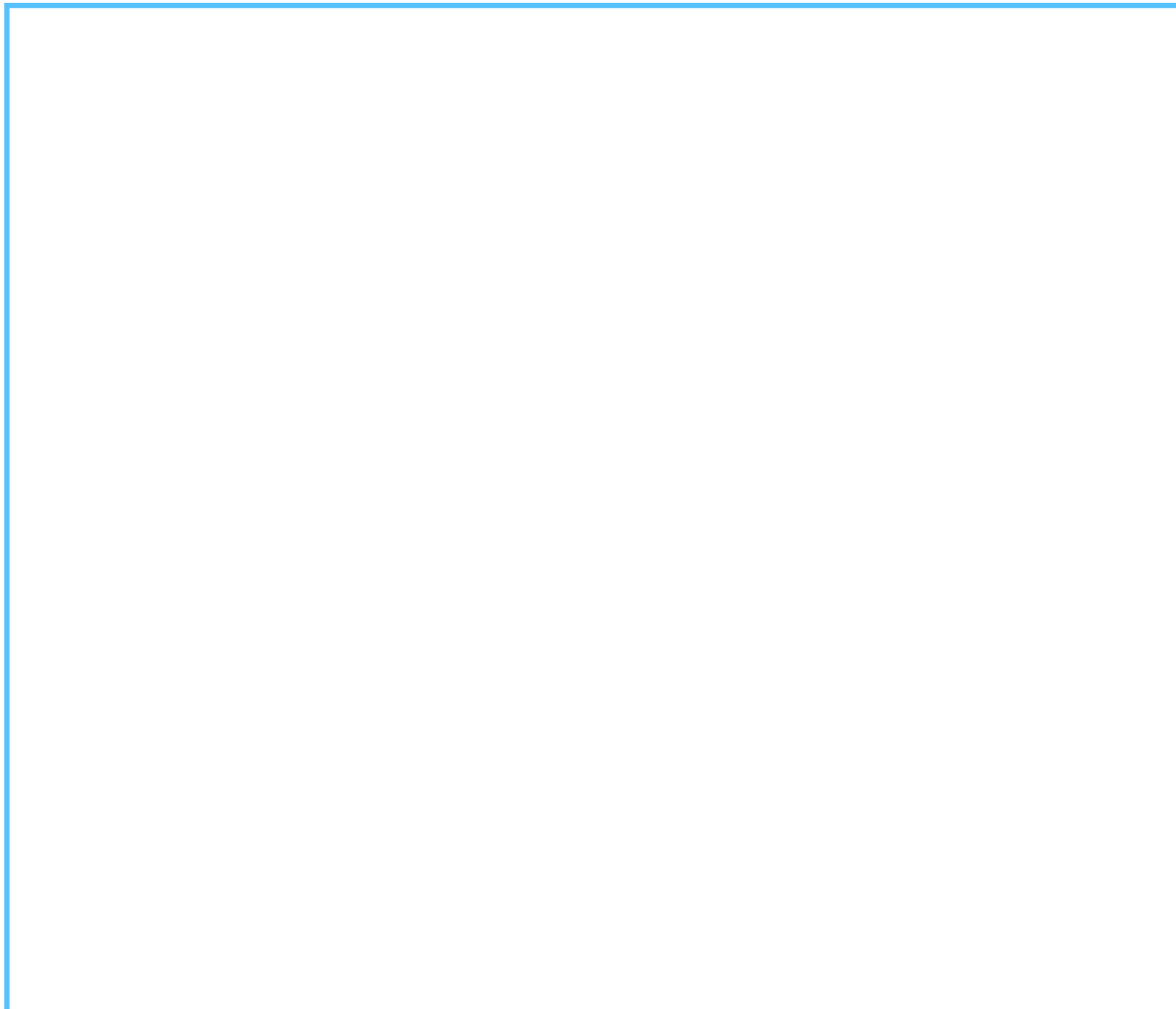
**PROMPTING  
BUSINESS  
DISCUSSION**

# Survive <sup>OR</sup> Thrive

## THOUGHT STARTERS

What am I most worried about?  
Be specific.

What am I most optimistic about?  
Be specific.



# Survive <sup>OR</sup> Thrive

## Situational Review

### **Tensions**

What tensions exist within your business, or market that are causing friction?

### **Gains**

What gains can you make to create value, or reduce cost.

### **Risks**

What risks do you or your business face?

### **Opportunities**

What possibilities exist for your business?

# Survive

OR

# Thrive

What do you need to do to Survive the current situation?

What do you need to do to Thrive in the current situation?

**People**

If I self rated out of 10 what's my current position

**/10**

What advantages does my business have?

**Strategy**

If I self rated out of 10 what's my current position

**/10**

What needs do my customers have?

**Execution**

If I self rated out of 10 what's my current position

**/10**

What opportunities can I see?

**Cash**

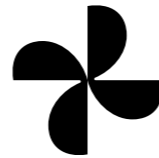
If I self rated out of 10 what's my current position

**/10**

Actions I'll take

Notes

**Survive** OR **Thrive**



Ocean  
Design