

# Chapter 1 Workbook



## ACHIEVING SUSTAINABLE SUCCESS THROUGH BUSINESS ALIGNMENT

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**1. What business are you in?**

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**2. Why are you in business?**

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**3. If you have a Vision for your business, to what extent does it reflect the purpose of your business?**

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**4. When is the last time you reviewed the organization's Vision? With the leadership team and/or board of advisors?**

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**5. Does the Vision still evoke the same passion as it did when you created it? If not, why not?**

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**6. If you do not have a Vision, what is the purpose of your business?**

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**7. What values do you uphold as representative of your business?**

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