

# Boost Your *Business* Strengths

## Take Your Business to the Next Level



**BACKGROUND:** In business and in life, we tend to focus on fixing weaknesses. Yet our opportunity for *greatest* improvement and growth is not improving our weaknesses, but boosting our strengths. Simply follow the instructions below to boost 3 of your top business strengths.

**For each of your Business' Top 3 Strengths, ask these Strength-Boosting Questions:**

- How could I develop this strength further? How could I turn this strength into an opportunity for growth?
- What ideas have you already had around this? What (if any) ideas have you been putting off?
- Where could I use this strength to take my business to the next level?
- What other opportunities are out there to use this strength in new and exciting ways?
- When and where could this strength help my business shine?
- How could this be turned into a great story for: Press Releases, News, Social Media or on your Website?

1) Our Top 3 Strengths are: Review your Business SWOT Exercise and pick the 3 strengths you consider to be the most important or valuable.	2) POSSIBLE ACTIONS. I could Boost this Strength by: Using the strength boosting questions above, brainstorm 3-5 ideas or actions you could take to boost your business.
1. _____	1. 2. 3. 4. 5.
2. _____	1. 2. 3. 4. 5.
3. _____	1. 2. 3. 4. 5.

**3) To wrap up, circle ONE action for each Strength that you will take forwards.**

**4) Lastly, write a date next to each circled action. Ideally, take at least one action within the next week.**

**POST-EXERCISE PONDER:** How does it FEEL to focus on your strengths? What do you notice about yourself after completing this exercise? How could you focus more on your strengths going forwards?