



Business History Map



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BACKGROUND: As your coach, it is helpful for us both to have an overview of the 'life' of your business so far. This exercise asks you to note the key events that you feel have shaped your business - both negatively and positively. Then, simply review your map in Step 2 and project into the future in Step 3 to gain further insights.

Name: _____

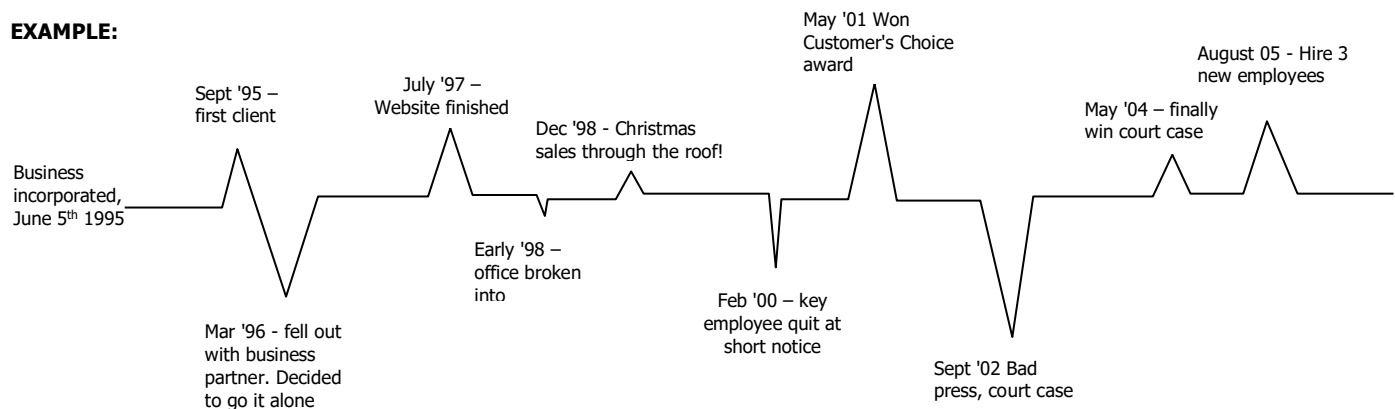
Date: _____

STEP 1: Follow the instructions and answer the questions below to draw your Business History Map.

1. Record the 'start' of your business on the left edge of the paper.
2. Draw a continuous line mapping your business from the past to the present day, mapping the high points with peaks and the low points with valleys (see the example below).
3. Write a couple of words description and the approximate date at each of the peaks & troughs (e.g., moved office, won an award, got new employee/client/s, etc).
4. Here are some questions to consider along the way:
 - What are the significant milestones/events/turning points (up or down) in your business' life to date?
 - What are the achievements/things you are proud of? (big and small - include whatever is important to you)
 - What are your passions? What do you most enjoy? What does your business do best?
 - What do you need to include to make your business history map more rounded and complete? The size of the event is less important than the impact the event had on your business!

NB. This exercise is meant to be completed instinctively – just turn over, start drawing the line and see where it takes you.

EXAMPLE:



STEP 2: Answer the questions below to gain deeper insights from what your history-map is telling you.

1. Imagine this map belongs to someone else. What do you think about that business as you look at the map?
2. What values do you notice reflected in the important events?
3. When/what risks did you take?
4. How did you overcome obstacles?
5. When/what were the best decisions and why?
6. When/what were the worst decisions and why?
7. What would you change about this map if you could?
8. Do you recognize any patterns?
9. How might you be holding onto the past?
10. Where are you going in the future?



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STEP 3: What would your Business-Map look like if you were to project 20 years into the future?

Finally, on a fresh piece of paper, draw your "Future Business-Map" detailing the ups and downs of your business over the next 20 years. What do you notice? Who do you need to be to achieve this? Discuss with your business coach!